

Pandemic Agility Drives Growth for Major Retailer

OptiMine's Analytic Agility Drives Success During Pandemic

INDUSTRY

Retail

CLIENT

Furniture and Home Goods Retailer

CHALLENGE

- Grow revenues efficiently during pandemic-driven lockdowns
- Adapt media allocation rapidly and precisely during highly variable and unpredictable conditions

RESULT

- OptiMine delivered proven lift via controlled market testing
- 100% growth rate lift using OptiMine's media planning & guidance
- 6% cost efficiency gain using OptiMine's agile pandemic models

INTRODUCTION

The pandemic disrupted all facets of retail in 2020. OptiMine's client- a large furniture and home goods retailer- was subject to unpredictable brick-and-mortar store shutdowns across the country and was also forced to adapt rapidly to massive changes in customer behavior and media consumption. **In short: the retailer could no longer rely on historical data and measures to guide their marketing decisions during the pandemic.** Traditional marketing mix modeling ("MMM") that rely on multiple years of historical data no longer worked to measure the current performance of marketing for the retailer.

Further, the rapidly changing environment required continual updates of marketing measurement and media planning guidance as constant shifts forced ongoing tactical adjustments, adaptations and agile actions.



THE OPTIMINE SOLUTION

Agile Adjustments: E-Commerce and In-Store: Using OptiMine's Pandemic-period models, the retailer began to rapidly adjust spend for DMAs based on the local lockdown conditions as well as the OptiMine measures of e-commerce vs. in-store contributions. The brand was able to adjust media quickly to boost e-commerce sales while stores were shut down using OptiMine's measures of e-commerce vs. in-store contributions- all at campaign levels. As stores re-opened, the retailer was able to use OptiMine's guidance to adjust marketing to boost in-store re-openings. **This significantly boosted sales growth and cost efficiency.**

	E-Commerce	In-Store
Short-Term Media Effects	Store Shutdowns → Move to Geo-Specific Short-Term E-Commerce Builders (Paid Search, PLAs)	Store Re-Openings → Stack Short-Term Advertising Immediately Before Restrictions Expire
Long-Term Media Effects	Seek Media Channels Driving Incremental E-Commerce Efficiently While Driving Larger In-Store Sales	Begin Re-Investing in Awareness To Build In-Store In Advance of Regional Shut-Down Expiration

*Market-by-Market Planning & Execution Precision → **Faster Growth + Cost Efficiency***

Proven Lift: The retailer along with its agency partner constructed a geographic A/B in-market test to determine the lift that OptiMine's guidance provided. The results showed significant sales growth lift as well as cost efficiency gains driven by OptiMine's incredibly agile analytics, guidance and optimizations:

RESULTS

100%+ Sales Growth

Lift using OptiMine's guidance versus the control group markets

6% ROAS Lift

using OptiMine's pandemic models and allocations versus the control group markets

LEARN MORE

To learn how OptiMine Insight can help you maximize your cross-channel marketing goals, contact us at www.OptiMine.com or info@OptiMine.com.



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