

Analyttica helps a US Automobile Service Provider with its Marketing Campaign Strategy

Project:

Direct Mail Campaign contact optimization strategy

Application - Industry:

Retail – Automobile Service Provider

Client's problem statement:

A US based automobile service and parts provider wants to establish a data-driven analytics framework for optimally targeting its customers for the next set of marketing campaigns

Problem Solution and approach from Analyttica:

- ✔ Analysis of sales and response behavior of the customers
- ✔ Usage of statistical modelling techniques to predict the response likelihood of customers
- ✔ Optimize the direct mail campaign quantity to maximize ROI

Business impact:

Implementation of the analytical framework resulted in optimization of the mail base by 17% per campaign, whilst maintaining sales

Contact Detail

USA

Analyttica Datalab Inc.
1007 N. Orange Street, Floor 4
Wilmington, DE 19801, USA
Tel : +1 917 300 3289/3325

Email: sales@analyttica.com

India

Analyttica Datalab Pvt. Ltd
Le Chateau, Suite C2, 90 Infantry Road
Bangalore 560 001, India.
Tel : +91 80 4650 7300 Fax : +91 80 4650 7323

www.analyttica.com