

# ROI OPTIMIZATIONS VALIDATE NEED FOR MORE MEDIA DOLLARS, INCREASING SALES BY 18%



## THE CAMPAIGN DETAILS

**ADVERTISER:** *Automotive Manufacturer*

**SOLUTION:** *Nielsen Marketing ROI*

**GOAL:** *Achieve aggressive sales targets for its vehicles' mid-lifecycle period.*

**SUMMARY:** *Predicted the sales impact for key vehicles in its line-up after optimizing marketing mix for post-launch ads*

**RESULTS:** *Automotive manufacturer's marketing team successfully won approval for an increased budget to support sales target by management.*

**MARKETING TIP:** *Leverage a simulation/optimization tool like Marketing Planner to gain buy-in by predicting the sales impact of changes to your marketing mix.*

## LEARN HOW AN AUTOMOTIVE MANUFACTURER'S MARKETING TEAM GOT MORE AD \$ FROM MANAGEMENT

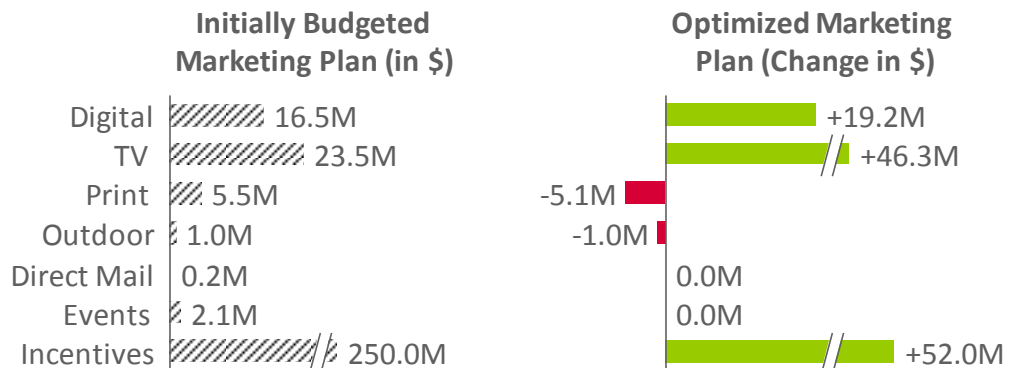
An automotive manufacturer had drawn down post-launch advertising support for key vehicles in its line-up. Management set an aggressive sales target for the vehicles' mid-lifecycle period and the client's marketing and incentive team needed to develop a media plan and associated budget to achieve their goals. The client looked to Nielsen Marketing ROI solutions as the client needed analytic basis for justifying increased ad budget.

The client leveraged Nielsen Marketing Planner (MP) to forecast the impact of its existing budget and to optimize the increase in advertising spend to hit its sales target.

The client's marketing and incentive team successfully won approval for an increased budget to support their sales target.

## TO MEET SALES TARGETS, OPTIMIZATION RECOMMENDED GROWING DIGITAL, TV AND INCENTIVE SPENDING

### Initial vs. Optimized Marketing Plan





## KEY BENEFITS

1.

Automotive manufacturer leveraged Nielsen Marketing Planner (MP) to forecast sales impact of its existing ad budget

2.

Using MP, client was able to provide analytic justification for an increased ad budget compared to plan.

3.

Client's marketing and incentive team successfully won approval for increased ad budget to support sales target



## THE RESULTS

1.

Optimization recommended growing existing media plan by +\$19.2M on Digital and +\$46.3M on TV

2.

Automotive manufacturer increased its incentive spending by almost 20% to cover remaining sales gap

3.

Client was able to find optimal spend allocation across its marketing mix that increased sales by 18%, in line with the growth target

## WHY NIELSEN MARKETING ROI?

Using the most granular statistical analyses available to understand past trends and predict the future effect of marketing tactics on sales, Nielsen Marketing ROI solutions help you unlock your data to make smarter decisions when investing your next marketing dollar.

To learn more, visit [nielsen.com/MarketingROI](http://nielsen.com/MarketingROI) or contact us at [MarketingROI@nielsen.com](mailto:MarketingROI@nielsen.com).

