

CONSUMER RESPONSE MODEL

UNDERSTAND MARKETING IMPACT BY CONSUMER SEGMENT

WHAT IS IT?

The Consumer Response Model takes marketing mix models a level deeper level and teases out the impact of marketing by consumer segments.

It helps you understand how well your marketing efforts are driving results by segment, whether your efforts are reaching your intended consumer segments and how the response from different segments compare across tactics.

This knowledge can aid in planning and adjusting media activities to reach the segments you care about most.

The segments can be defined in either standard segments based on things like age, demographics, ethnicity and life-stage, or on your custom segments if they are coded into our Homescan Panel.

HOW IT WORKS

The Consumer Response Model brings together our store-level marketing mix results with our store-level consumer segment data to understand how marketing activities are impacting segments differently.

With this powerful intersection of data and advanced statistical modeling, we can understand how your marketing, price and promotion tactics are affecting your segments differently.

Results can be delivered as soon as two weeks after those of a full marketing mix modeling study.

KEY BENEFITS

The Consumer Response Model provides a deeper understanding of how marketing tactics are working by segment.

This analysis, on top of a marketing mix study, can help to answer questions such as:

- Which media type is resonating most with my most valuable segments?
- Did my recent TV campaign work better with the segment we were trying to target?



To learn more about how you can improve the precision of your team's marketing ROI measurement, contact us for more details by emailing MarketingROI@Nielsen.com or visit Nielsen.com/MarketingROI