

MARKETING ANALYTICS SOLUTIONS PORTFOLIO

Marketing Mix Modeling

- Channel and Campaign ROI Analysis
- ROI Simulations
- Synergy Analysis
- Marketing Spend Optimization
- Halo Impact Analysis
- Base Demand Analysis
- Competitor Impact Analysis
- Pull Forward Analysis
- Cannibalization Analysis

WHY QUANTZIG?

Our marketing analytics team comprises of over 30+ experienced analytics experts and data scientists that work parallelly with the client to help them excel beyond the status quo- from in-house analytics expertise to the implementation of innovative analytics-driven solutions.

Campaign Analytics

- Campaign Planning & Scheduling Optimization
- Campaign Creative Optimization
- Campaign Message Optimization
- Campaign Performance and ROI Reporting
- Halo Analysis
- Programmatic Keyword and Slot Optimization

Attribution Modeling

- Time Decay Attribution Modeling
- Multi-touch Attribution Modelling
- Unified Attribution Modelling
- Marketing Decision Modelling

WHAT WE DO?

Quantzig's marketing analytics solutions aim to help retailers achieve their business objectives by offering actionable insights into past marketing activities and predicting the future effect of marketing tactics on sales.

OUR MARKETING ANALYTICS SOLUTIONS PORTFOLIO IS COMPREHENSIVE.
TALK TO AN ANALYTICS EXPERT TO GAIN IN-DEPTH INSIGHTS.

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