

ATTRIBUTION MODELLING SOLUTIONS HELP IDENTIFY THE IDEAL MARKETING MIX FOR A MANUFACTURING INDUSTRY CLIENT

CHALLENGE

To deploy an attribution model to analyze the impact and business value generated through various marketing channels

OUTCOME

Cutting-edge algorithms and data mining techniques to analyze and quantify the efficiency of various marketing channels

PREDICTIVE INSIGHTS

- Gaining predictive insights to see how changes to the marketing plan can impact business outcomes
- Improving short-term and long-term business results

[SPEAK TO AN EXPERT](#)

