



Marketing Mix for Retail

Drive impactful results with our
data-driven Marketing Mix Tool



www.virtueanalytics.com

50% improvement in ROI is achieved by enabling brands to hit the right media investment levels, outpacing category growth and competitors.

Maximize Your Marketing Impact

Virtue Analytics' Marketing Mix Tool empowers retailers by utilizing advanced marketing attribution models to determine the most effective channels. Our tool maximizes impact while optimizing budget, assisting retailers in achieving key goals such as customer acquisition, engagement, and revenue growth, with a strong focus on enhancing customer lifetime value.

Our solution provides retailers with actionable insights for data-driven decision-making, boosting marketing efficiency and driving superior customer experiences. By navigating the dynamic and competitive retail environment with confidence, Virtue Analytics helps you effectively connect with your target audience and achieve impactful, measurable results.

Features and Benefits

- ✓ Generates insights into customer behavior and sales trends
- ✓ Gain valuable insights into the ROI and effectiveness of marketing efforts.
- ✓ Outpace the competition using data-driven budget reallocation.
- ✓ Assess the marketing channel that contributes to a higher outreach.
- ✓ Optimize the budget allocation by evaluating the saturation of advertising costs.
- ✓ Target the right audience efficiently.
- ✓ Enhance customer acquisition.
- ✓ Run simulations with scenarios of channel-wise underspending/overspending.
- ✓ Work within a limited advertising budget.
- ✓ Store all data securely in the centralized cloud database.

**Enhance your Marketing Efficiency with our Marketing Mix tool.
Contact us today.**