

A4E | Marketing Campaign Efficiency

Case Study – Coca-Cola



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Quick Facts

Company:



Coca-Cola Bulgaria

Industry: Beverages

Size: 10000 +

Web: <http://www.coca-cola.com>

Use Case

Coca-Cola System in Bulgaria rely on A4E analytics solutions to boost the efficiency of their direct marketing campaign

Results

Geotargeting accuracy
increase: 20%+

Coca-Cola aimed at encouraging households to have the drink at their dinner. The brand created suitable 750ml glass pack and conducted sampling campaign by visiting households during dinnertime to give away the product.

Following the brand strategy to offer the right product in the right pack to suit the consumers' occasion, a new pack was targeted to 2-3 member households and the company conducted direct marketing activation as door-to-door product sampling during dinnertime. The sampling was accompanied with a short survey regarding target audience attitude to the product and its consumption behavior. Within the first run of the campaign in Bulgaria in 2016, Coca-Cola System had response data by 230 000 interviewed households, accompanied with GPS data sets.

The Goal

- The main goal of the project was to apply data analytics in order to generate viable forecast for geo-targeting the direct marketing activities to boost their efficiency, hence the sales of the product for household consumption to be increased.
- The secondary goal of the project was to support the logistics of the product samplings.
- The third goal was to establish a solution that will increase the survey data quality.

The Target

To increase the marketing campaign reach to the target households (2-3 member households) and specifically target those households, which

- a) does not have Coca-Cola in the fridge at the moment, or
- b) are not regular consumers of the beverage.

The Solution

A4E built and provided an analytical model that evaluates the likeliness to locate a prospective member from the target group within a particular residential district. Separately, the model assessed, ranked and recommended the most feasible residential districts in which targeted marketing campaign should be run.

The Approach

The existing data, sourced from the previous campaign runs, was segmented via clusterization method in order to get proper analytical model. This set of data was enriched via open demographics data like property values within residential districts, age distribution per district, etc.

A4E model forecast recommended to Coca-Cola the most viable residential districts to be targeted by the marketing campaign. A4E recommendation included product sampling amounts forecast that were needed throughout the campaign aiming to optimize inventory and logistics.

Additionally, the model included a tool signaling in real time for unusual data entries in order to limit potential data input errors. This last tool significantly improved overall data quality.

The Outcome

Analytical model capable of forecasting the probability of target audience reach for the direct marketing campaign.

The Benefits

The data preparation and enrichment, model creation and implementation led to the following benefits for the client:

- Coca-Cola targeted 5% improvement on their households' reach. Model implementation reached 20%+ improvement of desired households' reach. All targets were set against previous campaign run.
- Improved sampling products logistics.
- Real-time data monitoring for early identification of deviating values.

The Feedback

"A4E team was very proactive in finding the proper efficiency boosting solution and displayed extremely high level of work performance. They were full with alternative approaches in reaching the project objectives. Our expectations for valuable ideas and proactive work were definitely exceeded.

Stoyan Ivanov, Coca-Cola Franchise Country Manager BU/HR/BA/SI



A4E is an artificial intelligence as-a-service (AI aaS) platform for hosting and deploying proprietary and third party data science models.

From large scale multinational companies to medium local enterprises, the A4E team is capable to create tailor-made analytical solutions and AI algorithms delivering instant efficiency boost within any business process.

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