



Case Study

Global CPG company optimizes its US\$4-billion marketing budget via MarTech transformation

Client: One of the world's leading food CPG corporation

Challenges

Disappointing return on marketing investment (ROMI)

Due to a lack of a holistic data strategy, the client's MarTech apps lacked alignment, resulting in costly inefficiencies.

Siloed business units

Business units competed against each other. Their antagonistic nature created conflicts, overlaps of capabilities, and a bias toward achieving certain KPIs over consumer lifetime value.

Lack of analytics

Marketing teams found it hard to track consumer behavior across channels and create marketing mix models. Moreover, the effectiveness of marketing spend was difficult to assess when done per channel instead of multichannel. All of these dampened the generation of marketing insights and made business planning and reporting difficult.

Exacerbated pressure in operational costs

Lack of transparency in ROMI forced the organization to rely on intuition instead of the real value created when it came to making marketing investments.



These key questions yield **marketing insights** that lead to the **right solutions**.

Despite this, marketers **still struggle** to create the **analytics road map** for solving their business challenges.



Lingaro Solution



Complete marketing and media analytics transformation

By creating and implementing an analytics road map, the enterprise can realign its existing MarTech stack and enhance it with new capabilities and enable faster marketing management decision-making.



Analytics alignment and roadmap



Analytics Road Map



Journey Mapping



Media and Marketing Intelligence Platform



Business planning and reporting data and analytics



Spend Analytics



Agency Optimization



Cross-Channel Marketing Funnel



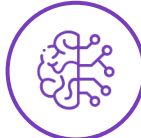
Advanced analytics modeling



Marketing ROI



Multichannel Attribution



Marketing Mix Modeling

Multiple MarTech tools integrated in one reporting solution

We integrated the client's best MarTech tools with each other and onto our reporting tool to make analytics reporting more efficient.



Bing Search



Search Console



Amazon



YouTube



Google Ads



MediaMath



Sprinklr



TikTok



Yahoo Search



Google Search 360



Facebook



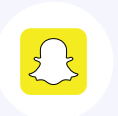
Instagram



Google Analytics



DV360



Snapchat



Pinterest



Big-Commerce



CJ Affiliate



Segment



Mapp



Nielsen DAR



PriceSpider



Innovid



Twitter



OrderGroove



Retention Science



TradeDesk



MOAT



Adjust



YotPo



Flashtalking

Lingaro's Comprehensive Consumer and Media Reporting enables companies to optimize their marketing strategy.



| | |
|-------------------|-----------|
| Budget Allocation | Reach |
| CTR | CPA |
| CPC | Mentioned |
| Page Likes | Visits |



Examples of single-source reporting scenarios

| | |
|----------------------|----------------------------|
| Organic Traffic | Acquisition Channels |
| Content Engagement | Demographics and Interests |
| Conversion Funnel | E-Commerce Performance |
| Mobile App Analytics | Conversion Attribution |



Consumer and Direct to Consumer (D2C)

| | |
|-----------------------------|-------------------------------------|
| Consumer Churn | Consumer Lifetime Value (CLV) |
| Product/Service Preferences | Cross-Sell and Upsell Opportunities |
| E-Commerce Sales | Consumer Segmentation |
| Direct Channel Performance | Consumer Life Cycle |

Lingaro's Comprehensive Consumer and Media Reporting enables all data points to contribute to a single story about consumers.

For the CPG company, we built a commercial analytics data platform that consolidates all performance marketing and consumer data from internal systems and communication channels, including social media, Google Analytics, Nielsen, marketing campaigns, and third-party providers. The platform provides complete views into revenue, performance per brand, campaigns, subscriptions, products, and different selling channels.

Digital Media

Return on Ad Spend
Consumer 360
Marketing Mix
Modeling

Web Traffic

Ad/Creative
Profitability
Personalized
Retargeting
Marketing Attribution
Modeling

Consumer and D2C

Consumer
Acquisition Cost
Content Optimization
Incremental Sales



Value Delivered

Comprehensive digital marketing transformation

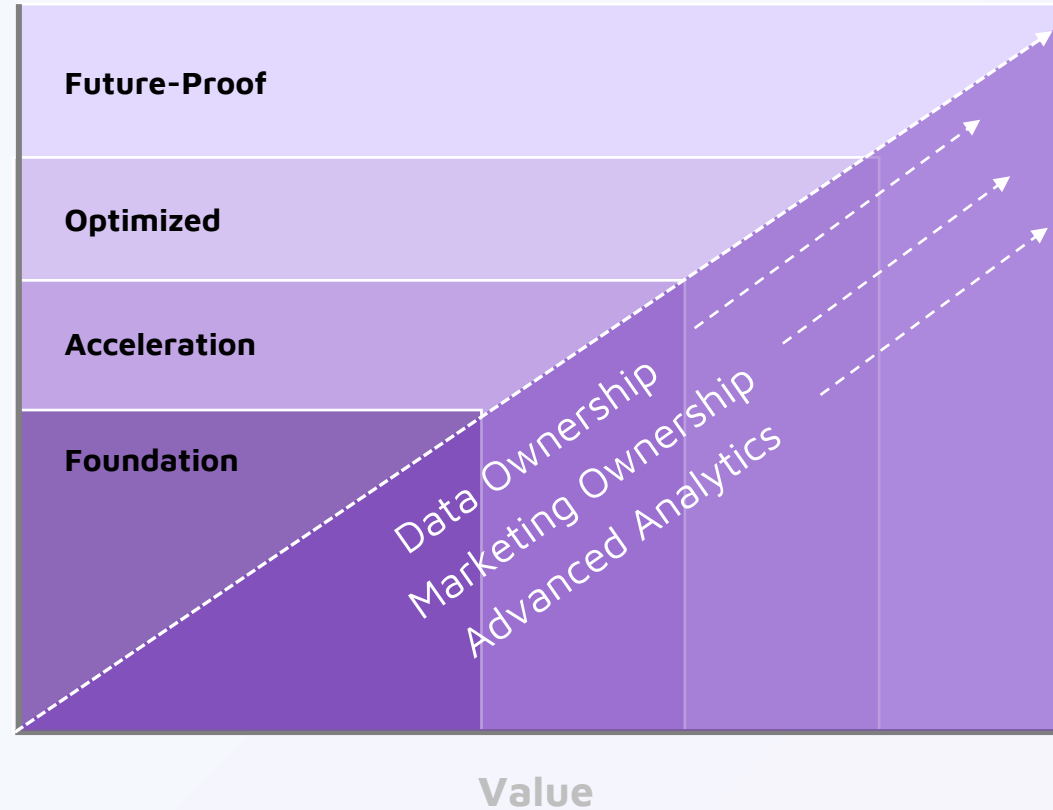
The client turned its MarTech system into one that enables it to generate much more business value from its US\$4B marketing budget.

From

Foundation

- Siloed, fragmented data that limited insights
- Product- and channel-centric communications; limited personalization
- Siloed teams organized around functions
- Manual, inefficient, and costly operations

Capabilities



To

Innovate

- Democratized insights; real-time predictive models
- Personalized, omnichannel experiences at scale
- Blended teams; efficient, AI-powered operations
- Data driving business decisions and growth across organization

All things data

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