essencemediacom
business science

You can gain even $31 for each $1 invested in econometric modelling.

How to optimize marketing activities to drive sales/traffic?

The objective is to understand, how elements of marketing mix contribute to driving sales. Once understood, they can be optimized, both on high level (e.g. media vs. mailers) and on operational level (e.g. across individual media, messages, copy lengths).
The research is based on Econometric Sales Modeling.

Where to locate new outlets?

Sustainable expansion strategy can give a significant competitive advantage and is the key in opening new outlets. The analysis, as the strategy's foundation, will help understand, how different factors drive consumers to new stores and change their shopping habits to maximize sales and avoid cannibalization.
The analysis uses Econometric Sales Modeling.

How to build long-term brand equity in a promo-driven competitive environment?

The retailers understand that it's not enough to offer low prices: they need to drive value for consumers and one of the ways is creating the right brand image. The analysis guides on what image should be created, measure its development and impact on sales.
We'll use Econometric Modeling and Qualitative or Quantitative Research based on individual needs.

How to make the most of loyalty programs?

The analysis addresses a wide range of aspects of loyalty programs, from recommendation on mechanisms and benefits offered, to analysis of obtained data aiming at sales maximization.
Dependent on business questions, we recommend Shopping Basket Analysis/Data Science or ConJoint methodology.

Our products have been awarded SAR innovation awards two years in a row.

How to optimize short promo communication?

The analysis focuses on optimizing short, promotional communication. We can recommend on the choice of media, messages, and give guidance on the impact of weather, weekdays (e.g. non-working Sundays), etc.
A specially designed econometric process called Hummingbird will be used to address the question.

How to optimize the use of leaflet promotions?

The analysis is designed to measure the impact of mailer promotions, both overall (effect of physical and electronic distribution) and in high granularity, to the level of number of products on page, layouts, categories supported, promotional claims etc.
We will employ Econometrics, A/B testing or ConJoint, dependent on specific needs.

Business Science Warsaw is one of the first verified providers of econometric services recommended by Facebook.

How to gain competitive edge in e-commerce?

In the world of sales shifting to e-commerce, data analysis can help gain advantage over competitors in the Internet. Our analysis can optimize media and promo choice to streamline the consumers' journey to and on the e-shop website.
The questions can be addressed using either Attribution Modeling or Conjoint study.

How to make stores most efficient and consumer friendly?

A 3-step research: 1. Shopping behavior measured via online diary for a week. 2. Brand image gathers the perception of a brand and its competitors. 3. UX experience to learn how consumers behave at a store. All three steps combined give a full picture of how to make the brand most appealing and engaging.

We have experience in working for Clients from over 30 countries on 4 continents.

Contact us at https://business-science.pl/