

How we've helped our clients

Optimizing budget allocation within and across channels on an ongoing basis

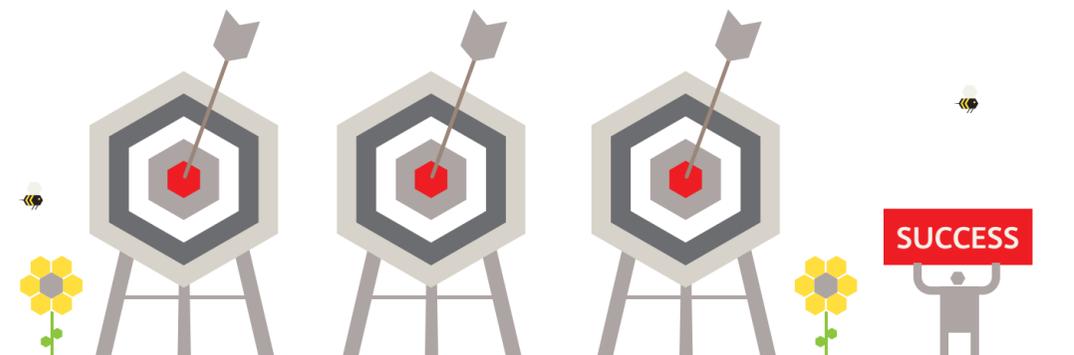
We helped a life insurance company, initially, to enhance the level of response rate when launching a direct marketing campaign. Then we carried out a full scope analysis to optimize allocation and attribution across all the different channels, including TV, print, online and direct marketing, to improve sales. We were able to provide unique insights to increase sales, for example the optimal split of media spend by channel and specific combinations of TV and press timings and programme types. We are now providing ongoing managed services to help our client continuously optimize their budget allocation and to train up their marketing analytics team before they continue using HyperCube® on their own on a licensed basis.

Building brand awareness in the most effective and cost-efficient way

We are helping a car manufacturer to increase brand awareness across different channels with a limited budget. Comparing levels of awareness across different channels and touch points, we are helping our client allocate budget in the most effective way to build awareness and the perception of their brand. Our analysis determined the communication drivers that go into maximizing media planning effectiveness. We particularly focused on indirect marketing, notably word of mouth, and recommended an action plan and budget reallocation to make the most of it.

Identifying the right mix and amount of communication to increase customer loyalty

We have been helping a luxury fashion group maintain and develop their relationships with existing customers. They use several channels to do this, such as emails, invitations to events, magazines, resulting in lots of different touch points. Our client wanted to understand how best to regularly get in touch with customers. The focus was on the level of loyalty of customers – how often they go back to our client's stores – in order to optimize that level of loyalty across all their customers. We identified the optimum mix of communication – both type and frequency – for different customers in order to drive up loyalty overall.



“We can help you, for example, to use the right mix of channel, message and frequency of communication to build stronger customer relationships.”

A few key steps

Working closely with you we follow a few simple steps. First, we agree the issue, frame the project and scope it precisely, making sure we thoroughly understand your situation and objectives. Then we gather the necessary data, collecting all the relevant information from internal and external sources including media partners as best we can, although HyperCube® is able to work with missing or partial data. The next step is to carry out an exhaustive data analysis using HyperCube®. This is a progressive, iterative process where we collaborate with you to assess and interpret the implications of what we find. Working together, we drill down to the essential detail, identify the real root causes and the combination of simple actions to optimize your marketing and media across different channels and activities. The final key step is to gather the key insights and recommendations into an actionable plan you can share and implement, and use to track your benefits realization.

Trust us to help you truly transform your business

At BearingPoint, you can trust us to help you tackle your critical business issues quickly and effectively.

Client-focused, independent and expert – we have our own distinctive brand of adaptive intelligence. We combine strategic understanding with practical know-how, and first-hand experience across functions and sectors with real understanding of technology. Working side by side with you, we'll help you make the most of your specific challenges and opportunities. Moreover, by drawing on our range of smart, flexible proprietary tools, we'll deliver deeper insights and more valuable solutions so you can transform your business for the better.

Find out more about how we can help

We're confident we can help you spend your marketing and media budget where it really counts. To find out more about how we can help with this or any other issues that really matter to your business, please contact us.

www.bearingpoint.com

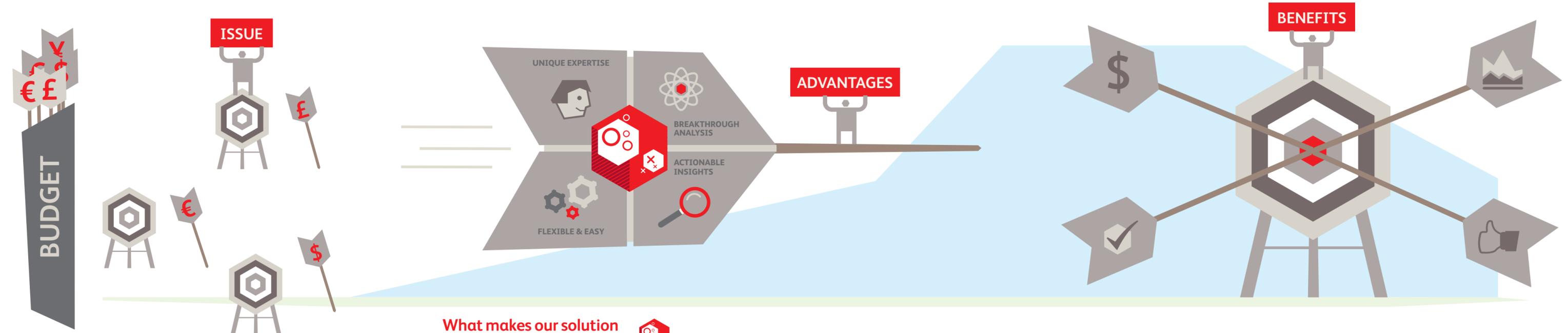
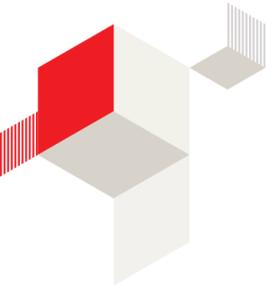
BearingPoint®

Helping you spend your marketing and media budget where it really counts

**Marketing & Media Optimization
A BearingPoint Accelerator**



Combining our strong industry and marketing expertise with our unique HyperCube® analytical tool, we'll work with you to build a truly independent and detailed picture of your marketing and media world with specific insights and actions that enable you to optimize the way you communicate with customers and spend your money.



With HyperCube® you will be able to really make your marketing and media budget count – objective for objective, channel by channel, campaign by campaign.

In an increasingly complex and fast changing world of many different channels, ever more demanding customers and intense competition, now more than ever before, you face difficult questions when optimizing your marketing and media budget:

- How much should you spend on brand versus direct response marketing?
- Who are your most profitable customers, and those with the highest lifetime value?
- What's the best way to reach and convert customers in a multi-channel world?
- What is the optimum media mix, channel mix and messaging sequence?

We can help.

To overcome the limitations of traditional statistical analysis and econometric models in incorporating every possible piece of information in our big data world, we have developed a new approach for marketing and media optimization which provides independent actionable insights to ensure you hit your targets.

What makes our solution such a game changer



A unique combination of industry, marketing and analytical expertise

We have put our best industry experts together with our marketing professionals and data scientists to build specific analytical approaches that work for your customer base, market sector and type of product.

Our breakthrough big data analytics tool – HyperCube®

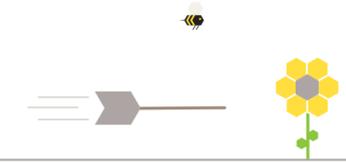
As a result of more than 15 years of our own academic research and technology advances in cloud computing, we have developed HyperCube®, an intelligent algorithm which exhaustively analyzes no end of data from every angle to identify real root causes and specific implications. Only HyperCube® can detect causal relationships in your marketing and media data, which traditional statistical tools often just simply ignore.

Deeper actionable insights

Whether you are focusing on one channel or the whole marketing and media mix, on maximizing your return on investment for a particular direct marketing campaign or targeting a specific group of potential customers, HyperCube's® optimization rules describe our findings and recommendations in plain business language and with specific parameters which you can directly act on or incorporate into your marketing tools or operations.

Flexible and easy to use

In the spirit of all our game changing client solutions, HyperCube® is not only very smart but also very flexible and easy to use. It can work with any amount of complex data and it can also deal with data quality issues – another advantage that sets it apart from traditional statistical tools. Moreover, we can help you navigate the complexities more quickly and confidently by simplifying as much as possible – from the way you collect marketing and media data to the actions that flow from your greater understanding and insights. You also have flexibility in the way you take HyperCube® – on a project basis, as a managed service or as a licensed tool.



The benefits for you

\$ Make the best use of your marketing and media budget

With our breakthrough solution you can spend your marketing and media budget more wisely and effectively – cutting through the complexities and variables to pinpoint exactly where and how best to allocate your budget.

We can help you focus your market and media in the most efficient and effective way – so you can attract more of the customers you want, keep them for longer and make them more loyal, and in turn increase the strength and success of your business.

✓ Take the right decisions with greater confidence

From which channel to focus on to build brand awareness to how best to increase loyalty among a particular group of customers, with our precise and actionable insights you will be able to take the right decisions with greater confidence.

🏔️ Make valuable sense of the data mountain

HyperCube® is a uniquely powerful and capable tool for leveraging the huge amount of marketing and media data inside and outside your company, no matter what business you're in. The data mountain is there, and with HyperCube® to hand we can help you make sense of it so you can deliver real value to your business.

👍 Enhance the impact and reputation of marketing within your business

With HyperCube® providing new, unseen insights and practical actions enabling you to transform the effectiveness of your marketing and media activities, you can enhance the reputation of your team – proving the value and direct contribution of marketing to your business.

