



## **We helped a retail major achieve 2.3% improvement in profit margins for one of its leading categories**

**About Client:** Client is a leading pet retail store in US with presence in both offline and online channels

**Client Situation:** Client's strategic objective was to differentiate its products as premium and improve its profit margins. For this they were looking for comprehensive competitive intelligence related to marketing efforts of all leading online and offline pet stores in US

**Our Solution:** Following were the major aspects of our solution:

- Detailed out all the major competition players' profiles with their strategy and major campaigns
- Tracked important databases for all the advertisements by major competition players. Analyzed all advertisement campaigns on messaging, offers, branding, positioning and segmenting aspects for each completion player
- Tracked social media for coupons, offers and campaigns for all the major competition
- Correlated campaigns to sales numbers for all competition players to suggest most effective campaigns. All this made to marketing planning of client for subsequent periods
- Analytics solutions to predict and plan sales numbers on major holidays and long weekends along with suggesting discounts and campaign periods
- Prepared a report for all major campaigns by all competitors on monthly basis. This report was regularly presented to the Executive Council of the organization by CMO of the company.

### **Outcomes**

- 2.3% improvement in profit margin in dog food category on back of timely discounts and effective advertisement campaigns
- 5-7% growth in sales revenues during holiday seasons and long weekends due to effective competitive intelligence and research and analytics about campaigns that worked last season
- Data backed annual marketing plan; data backed period-wise marketing plan leading to budget allocation to the most effective campaigns