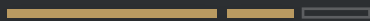


PERSONALIZED MARKETING FOR A PIZZA MAJOR



THE CLIENT PROBLEM

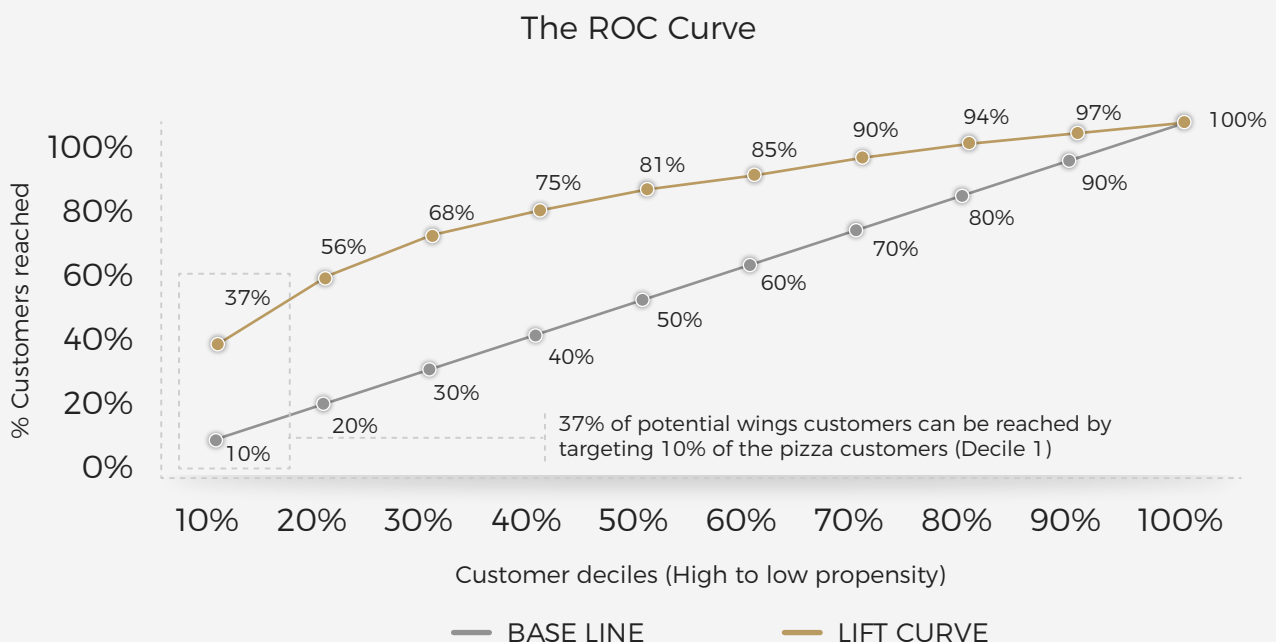
Our client, **one of the largest pizza companies in the US**, had added chicken wings to their menu. They wanted to **reach out to their customers and cross-sell** this new offering. They also wanted to **understand the right customer sets to target, based on their “propensity to buy”**. Since budgets were limited, our client wanted to use digital marketing as a reach vehicle.

THE AQ SOLUTION



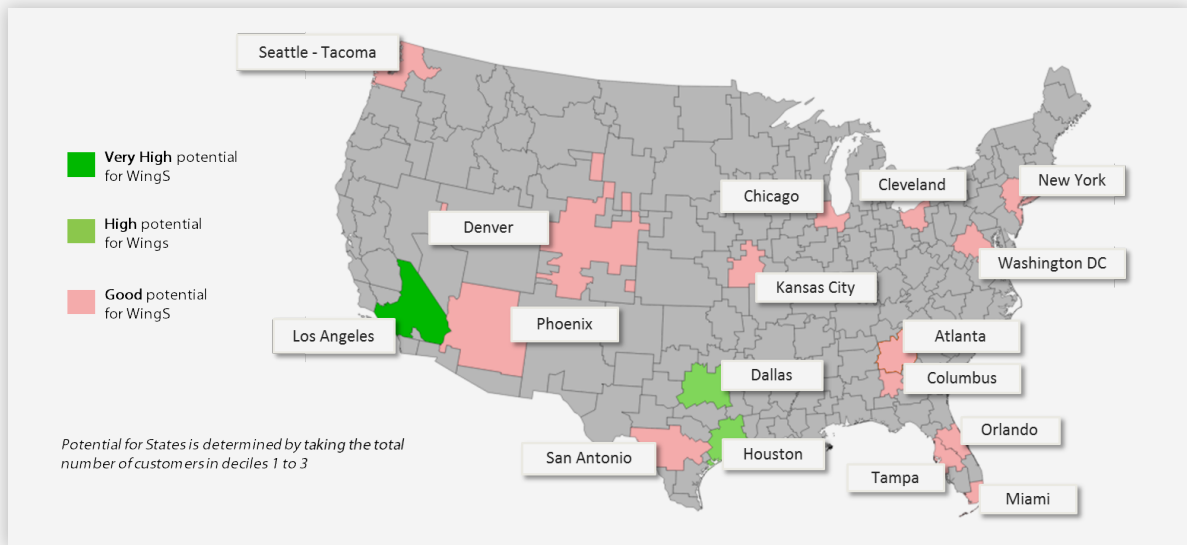
We developed a propensity model to score customers.

Multinomial logistic regression was the method used to develop a model with a significantly improved lift curve.





Mosaic data was used to understand regional priorities and digital channel propensity.



THE CLIENT BENEFIT

AQ was able to define a targeted marketing strategy for each segment. We combined the results of channel propensity with purchase propensity which helped our clients refine their marketing strategy.

| | | Digital propensity | | |
|-----------------|----------|--|---|------|
| | | Low | Moderate | High |
| Wing propensity | High | Two channels - direct mailers & gamified digital engagement | Email, digital media, discount and online coupons Encouraged new product adoption and more trips by moderate price discount offers for “wings” | |
| | Moderate | Wings price-off offers through both channels | Email, digital media offers “wings” as a combo with pizza. Offer contained high discounts. | |
| | Low | These customers were not in the target segment | Email, digital media offers. Combo offers with highest discounts. | |



Thank You

For any queries, get in touch with us.

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