

puhelimet

GIGANTTI



Gigantti total TV ROI case study

How the leading home electronics retailer in the Nordics stays on top of its (marketing) game with continuous marketing mix modelling service

sellforte



HIGHLIGHTS

- ✓ Gigantti found out that SEM is the most effective channel in generating short term sales, while TV drove sales the most in long term perspective:
 - TV is the biggest sales driver when looking at the sum of short- and long-term uplifts
 - SEM is the most effective media in short term
 - Together with TV, direct mail supports strong Top of Mind-position
- ✓ In addition to measuring the exact media ROI, Sellforte discovered different campaigns' importance in building a strong brand image.



CLIENT CONTEXT

Gigantti is the leading consumer electronics retail chain in Finland, with over 40 stores across the country:

- Gigantti's turnover was 563,5M€ in 2018, and it employs over 1100 in Finland
- Gigantti's motto is "It's simply stupid to pay too much"
- Gigantti is part of Dixon's Carphone group, a concern with 10.52 billion GBP turnover and 2139 stores across globe

Gigantti's media mix is quite extensive, and the company is using almost all of the available marketing resources:

- In Gigantti's early years, all advertising was very tactical and price driver (hence the slogan)
- Today, Gigantti considers carefully how tactical and brand marketing support each other
- Until recently, there hasn't been any tools to measure all marketing with common metrics



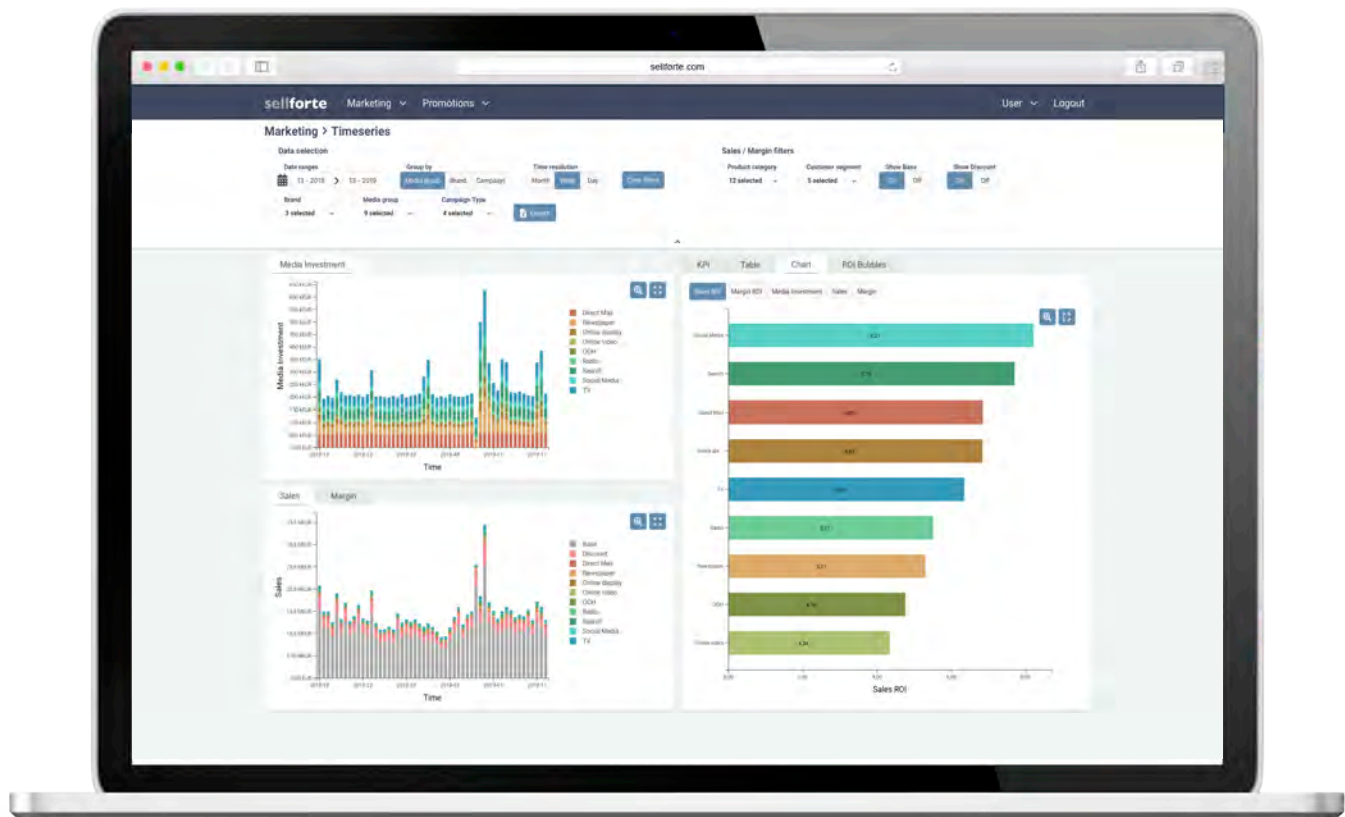
CLIENT OBJECTIVES

Gigantti wanted to have systematic measurement process with common metrics for all of its marketing activities

- Gigantti's media mix is extensive and sales is monitored all the time. Keeping an eye on the effectiveness of marketing is especially important within hectic and highly competed home electronics sector
- Previously Gigantti's marketing team was getting accurate data from its digital marketing, **but lacked tools to measure all marketing with common metrics**
- One of the key objectives was to **find out what kind of impacts TV and leaflet advertising had in campaigning**
- Secondly, Gigantti wanted more insights on **how tactical and brand advertising support each other**

SOLUTION OUTPUTS

Sellforte's software calculated the incremental sales and margin uplift that has been generated by each media group and excluded offers' own impact

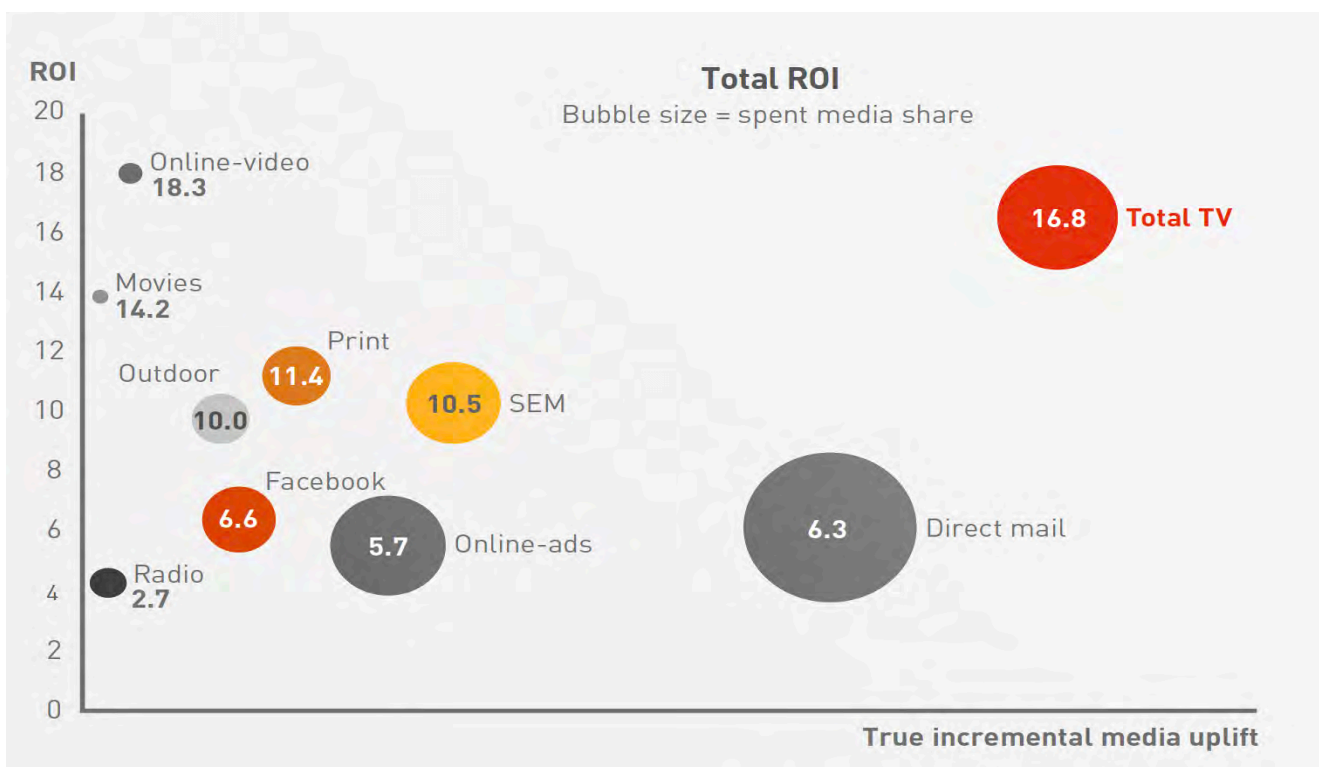


Disclaimer: Data shown above is demo data, and NOT the real results Gigantti received

- ✓ The UI showed **how much sales and margin each media group and offers themselves were driving on daily level** + how much would have been sold without any marketing or discount
- ✓ The UI included **customized filters for more specific analyses** (e.g. how effectively media channels worked with different campaigns or brands)

SOLUTION OUTPUTS

When measuring the total ROI (long-term ROI) for different media groups, TV was proven to be the best sales driver for Gigantti

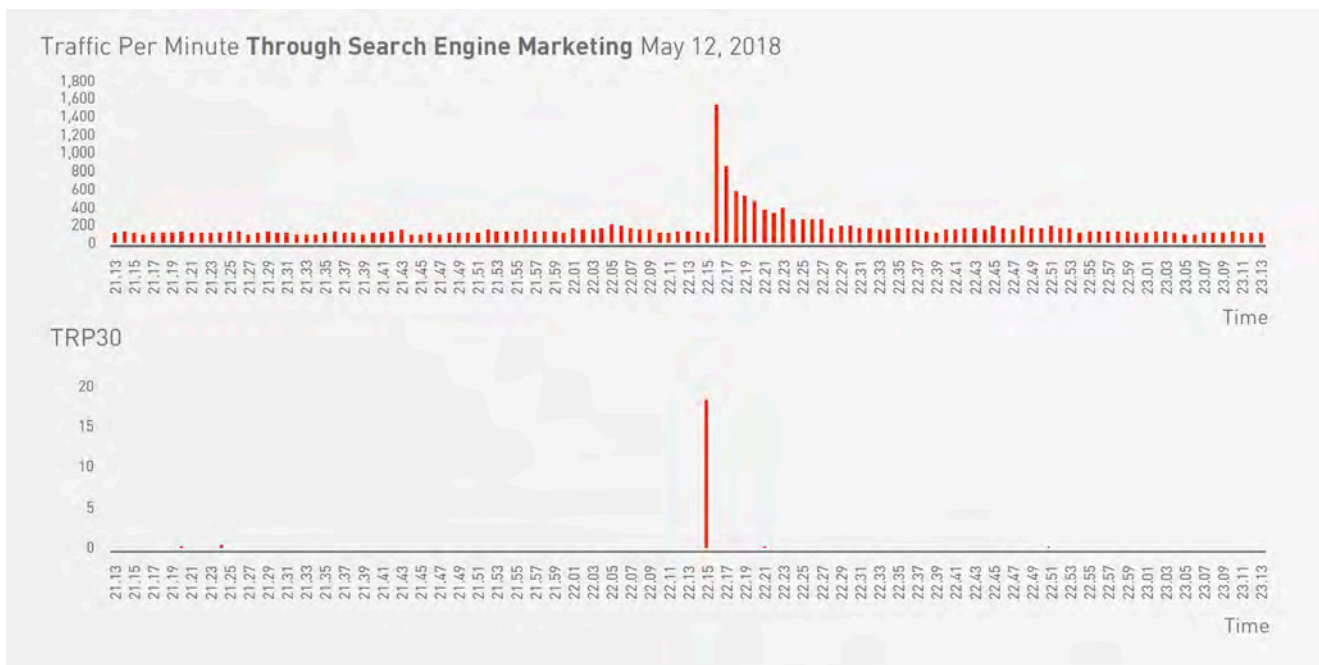


Graph from Screenforce's study: <https://www.screenforce.fi/ajankohtaista/tutkimus-tv-mainonta-toi-parhaan-tuoton-gigantille>

- ✓ **TV had both the best Total ROI and true incremental media uplift effect**
- ✓ **One euro invested in TV advertising brought 6€ of turnover in short term and 17€ in long term**
- ✓ **In radio advertising, online-ads and direct mail marketing the difference between short- and long-term ROI was far less significant**

SOLUTION OUTPUTS

When analyzing how TV advertising drives sales in other channels, Sellforte found out that approximately 4% of SEM sales was due to TV



Graph from Screenforce's study: <https://www.screenforce.fi/ajankohtaista/tutkimus-tv-mainonta-toi-parhaan-tuoton-gigantille>

- ✓ Looking at search engine traffic during TV spots revealed how **TV advertising contributes in part of SEM sales uplifts**
- ✓ Analyzing sales and marketing data from past two years, Sellforte found out that approximately **4% of sales attributed to SEM should be attributed to TV ROI**

RESULTS

- ✓ **The findings supported the earlier expectations of Gigantti's marketing executives**
- ✓ **By having the numbers and hard data from previous marketing investments **made it easier to justify new initiatives and next marketing budget****

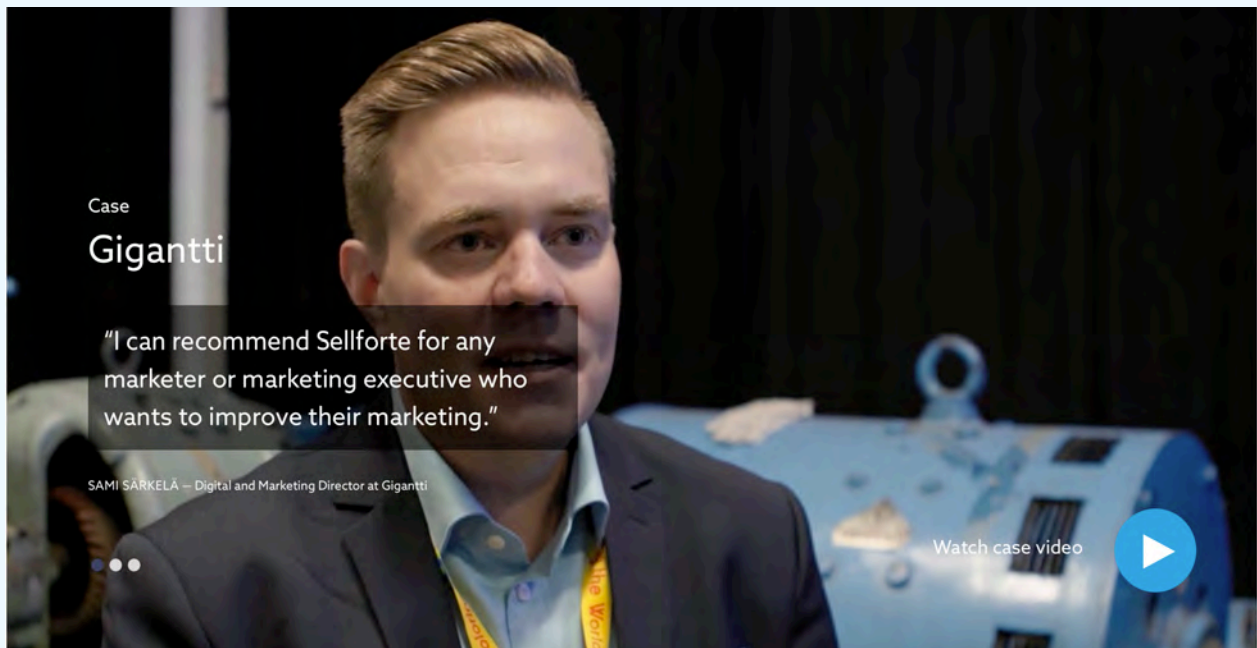


GIGANTTI 



"For me and my team it's now easier to prove our decisions when we're having the numbers and hard data behind the decisions. So when I'm going to the board meeting or presenting stuff in the management meeting it's way easier now because we can really have the grounds."

Sami Särkelä, Digital & Marketing Director at Gigantti



Sami's thoughts about the cooperation with Sellforte @ Marketing Day, Helsinki



SELLFORTE PROVIDES ADVANCED ANALYTICS TO OPTIMIZE MARKETING, CAMPAIGNS AND PROMOTIONS IN RETAIL

We are a team of highly experienced data scientists and consultants, building the most advanced retail analytics solution in the world. Our marketing AI learns from every transaction and provides concrete suggestions to optimize your sales and margin. Our analytics solution can be used as a cloud-based software, integrated into your systems, or powering a standalone project.

We look forward to working with you!