Digital Marketing Attribution Model

Unilever

About Unilever

Unilever is a multinational consumer goods company, headquartered in London, England. Its products include food, energy drink, ice cream, tea, cleaning agents, beauty products, and personal care products.

Project Objective

Develop the ability to better understand which, and by how much, marketing and in-store trade promotion efforts influence or detract from Hellmann’s sales so that marketing teams can better focus their initiatives on high conversion activities.

Approach Overview

Modeling

Lens 1 Model: Incremental Sales Attribution by Campaigns

Variables:
- Dependent Variable (Time Series, Continuous): Incremental Sales (in dollar amount)
- Independent Variable: Campaign, # (Time Series, Continuous): Impressions

Lens 2 Model: Incremental Sales Attribution by Social Media User Activities

Variables:
- Dependent Variable (Time Series, Continuous): Incremental Sales (in dollar amount)
- Independent Variables (Time Series, Continuous): Different Social Media Performance Measurements

Lens 1: Top Performing Campaigns Leader Board (QoQ)

The table below shows the top-performing campaigns across the current quarter and previous quarters. The results shown are a mixture of the three models generated in order to achieve results stability. This is valuable to Market teams as it drills down on which campaigns are successful. It may help teams decide whether to re-run successful campaigns and to investigate why certain channels and sites are underperforming for the same campaign.

Lens 2: Correlations between Incremental Sales and User Activities Overtime

This last figure shows the correlation of top, key features with incremental sales and the number of datapoints available. The features are color-coded based on their dataset. It aims to track digital activities’ correlations with sales overtime. It does not imply causation, but if consistent trends are observed across these variables overtime, it can potentially define as a leading indicator of incremental sales for a brand manager to track more closely and getting overwhelmed by thousands of different channels that are currently being extracted from all the APIs.