Abstract

Understanding Regional Differences in Marketing Mix Modeling
Track: Business, Banking, and Insurance
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We examine a national brand that varies in market share from 3% to 15%. As a result of the patterns identified using ArcView we replaced the single model that was used to predict the effect of the brand's marketing mix (price / promotion). Because the data is longitudinal (three years) the regional differences in how the brand reacts to marketing tactics in its thirty-eight sales regions went undetected until we started using GIS maps.

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