

Case study: control cell campaign analysis

Brief



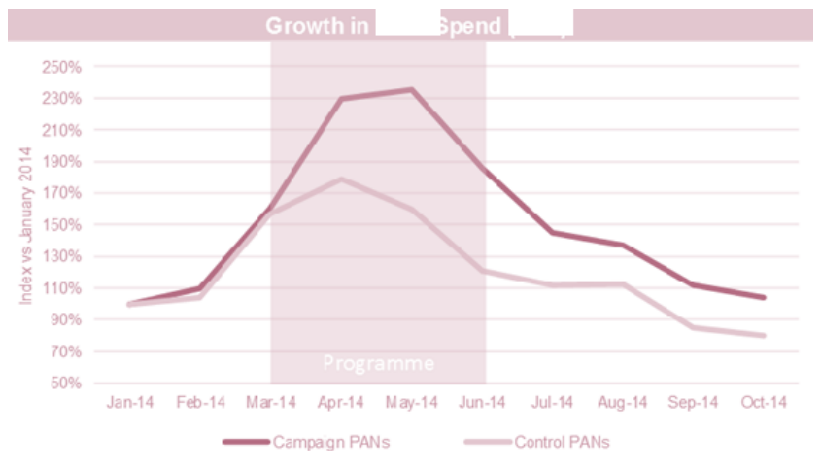
- Our clients were engaged with a petrol retailer to run a **multi-bank promotion** in market to drive usage.
- Optima was engaged to **support the campaign**, and specifically, the ability to **measure the impact** for the banks and the retailer.
- We were responsible for the **management and architecture** of the control cells and test structure and production of the campaign results.

Approach



- We took **E2E responsibility** for the analysis including the handling of transactional level data feeds from the client.
- We built a **21-segment model** to analyse the results and customer behaviour at a bank and fuel-shopper level.
- Bespoke reports were generated for each participant in the campaign including the retailer.

Results



Statistical confidence level: **99%**

Impact



- Through the segmented control-cell approach, we were able to determine **bank level results at >99%** statistical confidence:
 - Incremental usage in retailer
 - Incremental usage in category
 - Incremental usage in POS
- As a result, we were able to **validate a business case uplift for each bank** and the retailer.