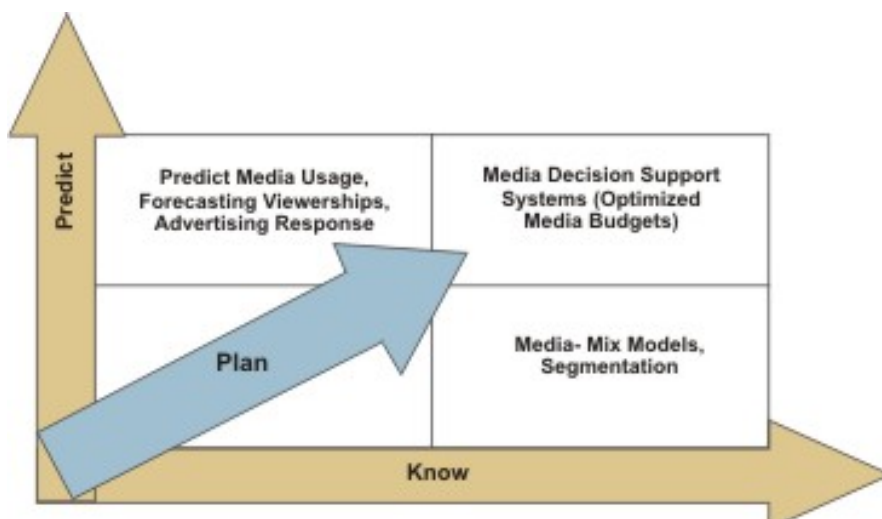


Media Modeling

In a fast track world of rapidly changing customer and media habits, advertisers are faced with complex choices for planning their advertising campaigns. The corporate manager working in an environment of massive and unorganized information, is concerned about the effectiveness of his media spend and want to maximize the utility derived from it through the best chosen communication channels. The communication maze pervading today's Internet era has magnified the advertiser's job from mere exposure to facilitation of customer response. **Metrics** have changed to '**recency**' where advertisers are focused on making the next impact sale. Thus, media effectiveness in customer response generation has become paramount in top-line development of businesses.

Effective media usage is now treated as a fundamental component in a firm's marketing strategy. The media planner has come to occupy a crucial position in achieving the organization's brand objectives. The planner can assess the outcome of his plan better if he can identify the factors of media mix on metrics derived by employing advanced analytical techniques. In media analytics, the analyst's steep learning curve and expertise is harnessed across a plethora of media operations that the firm's management wants to revamp; such as

1. Evaluating Effectiveness of Media Plan
2. Predicting Usage of Media
3. Optimizing Media Budgets



Related Links

- [A choice modeling approach to evaluate effectiveness of brand development initiatives](#)
- [Advances in Media Decision Models](#)
- [Transmission Models](#)
- [A modified Dirichlet model for Advertising Media Schedules](#)

About DecisionCraft Analytics

We provide decision-making solutions to improve operational efficiency and business responsiveness. Our consulting services employ our strengths in industry knowledge, conceptual rigor, and information technologies. Developed using concepts from decision theory; our solutions use robust optimization, simulation, and statistical engines adapted to our client's focus areas.

DecisionCraft Products

Today, even though media planning is a specialist's domain, the one area where media planners struggle is to isolate the precise roles of media mix components in achieving client targets. Advertisers and planners would gain deeper insights and understand well the role media mix components play in meeting the media objectives. For example, if the brand's strategy is focused on increasing awareness, then measures that predict the media's ability to help create awareness would be included in the decision process. Here ad-recall measures for the brand message which cutting across media environments, provide extremely useful data. The stakeholders in a media plan need to know the exact role of media mix and correctly identify the factors in achieving media targets.

There is an explosion not only in the possible media-mix options but also in media vehicle options in changing viewer ship habits. It is just not enough to Mass-market the product. Understanding **media usage** and **predicting it** is also critically important for tactical management of campaign objectives. **Simulators** and **Forecasting Tools** help advertisers and media planners to predict the likely media behavior and utilize this information in formulating their plans.

Finally, given the multitude of choices and trade-offs, optimization of media budgets is difficult to achieve. Media planning DSS (Decision Support Systems) utilize optimization algorithms of operations research for coming up with effective allocation strategies. A **"Complete Media Intelligent Solution"** would utilize the power of available and emerging technology for highly effective advertising campaigns.

Next Issue: [Is Modeling "good" for me?](#)

Previous Issue: [Decision making and Influence diagrams](#)

Applications Integrator

Automates operations of asset management companies by integrating business rules and regulations

dataOrganizer™

Integrates data from diverse sources on to one destination database

Logistics Planner

Synchronizes supply with demand to minimize distribution costs

qcCharts™

Enhances process capability of critical processes through interactive data visualization

Supply Chain Simulator

Determines optimum inventory policy such as reorder points and maximum stock based on fill rates

Travel Route Optimizer

Optimizes travel routes and automates travel planning process