



M/A/R/C® guided the selection of a major retailer's holiday promotion to create breakthrough and drive sales

THE CHALLENGE

Our client had a successful track record running the same holiday promotion in recent years. But with an increasingly competitive holiday environment, they needed a new campaign to enhance breakthrough and maximize share during this critical sales period.



Key Questions to Answer...

Which promotional option offers the best revenue opportunity?

Do the promotions provide a notable sales improvement versus the previous campaign?

Will these promotions shift sales from competitors?

THE SOLUTION

M/A/R/C®'s validated ASSESSOR® sales forecasting system was used to quantify the business impact of the new promotions relative to the previous effort. Both current customers and prospective shoppers evaluated either the prior campaign or one of the two new promotional campaigns.

THE RESULT

M/A/R/C® provided a comprehensive comparison of both new options with specific focus on the aspects that resonated with consumers and generated breakthrough. Volumetric forecasts quantified expected sales lift while Source of Volume analysis revealed which competitors would be most negatively affected. Based on these insights, our client moved forward with the superior promotion, hitting expected lift in traffic and same store sales.



To learn more, please contact:
marketing@marcresearch.com

