

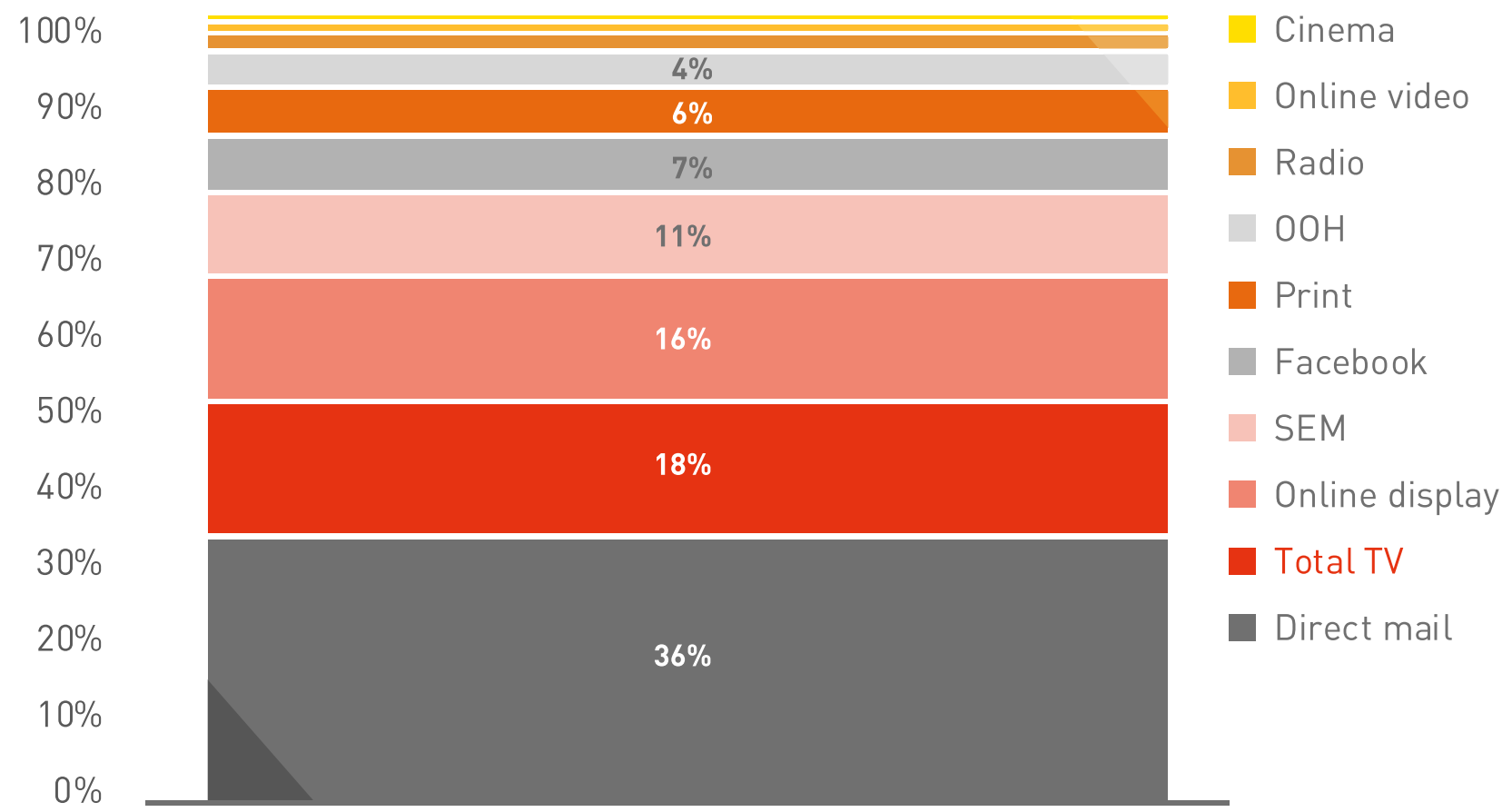
Media ROI

Results overview | Aug-2019



sellforte

Media spend



May -2017 – Apr -2019 | Share of media spend

A deep dive into 2 years of extensive sales data

INPUTS:



OUTPUTS:

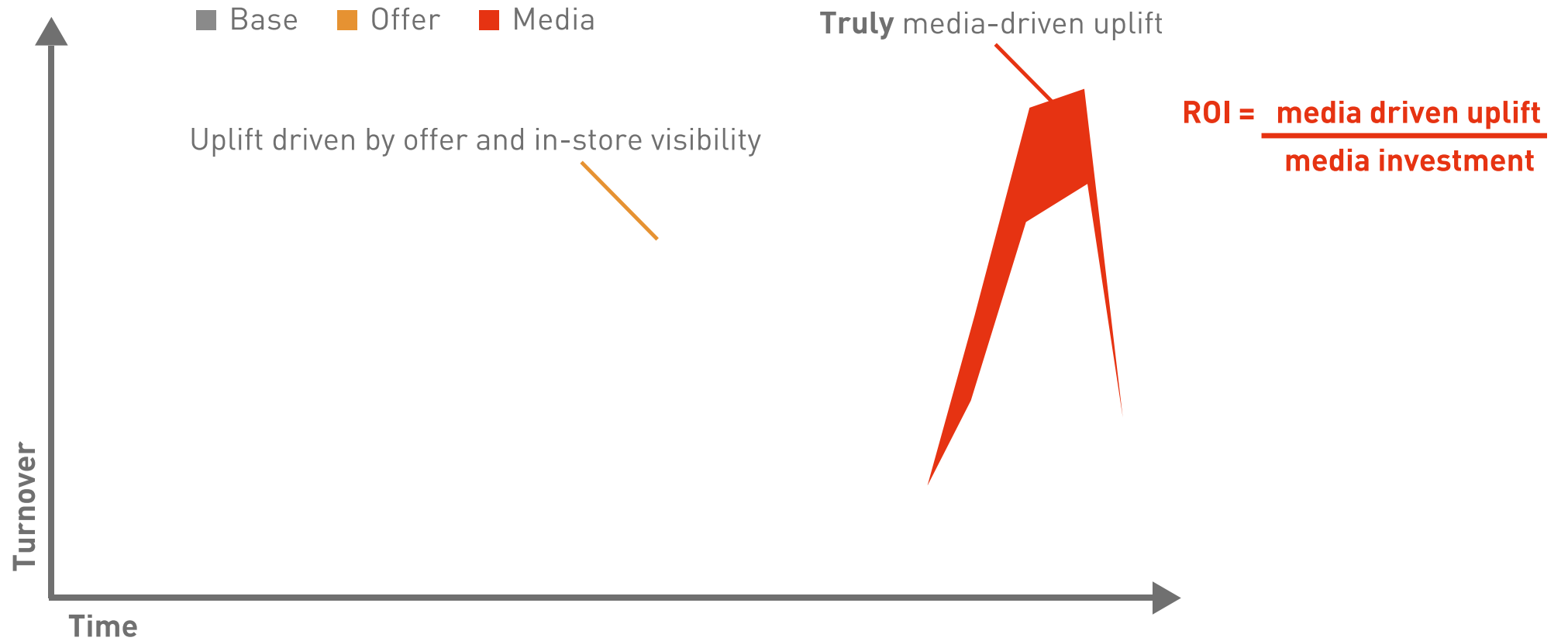


- 12 million rows of data
- Every single price promotion also included
- Media and promotion effects isolated separately



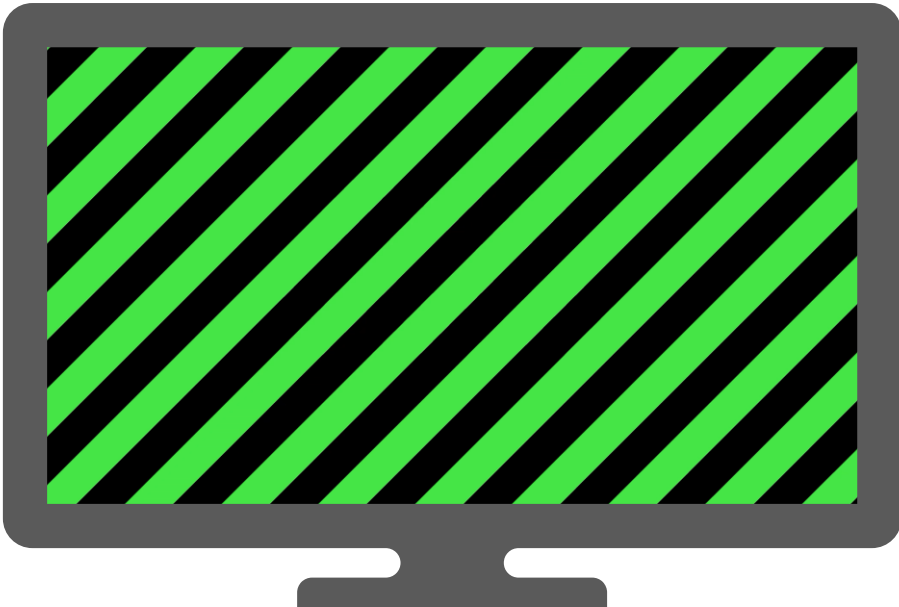
Extremely comprehensive and granular model

ROI method

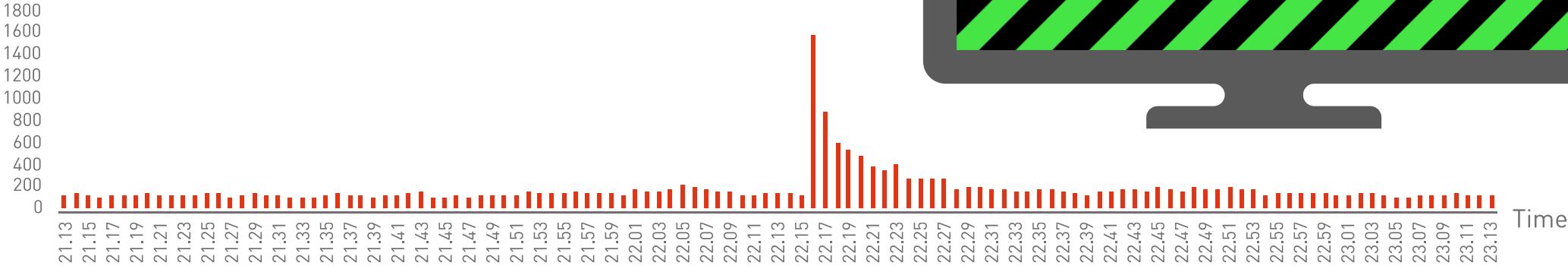




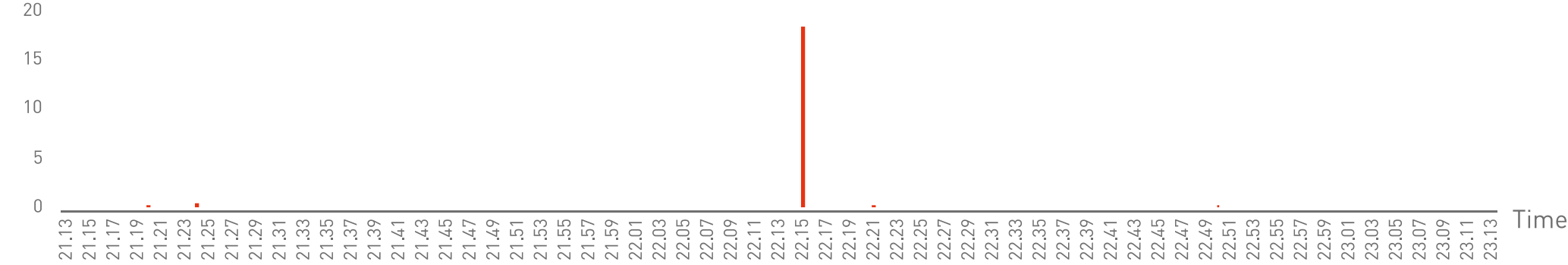
TV drives SEM



Website traffic per minute **through SEM** on 12.5.2018



TRP30

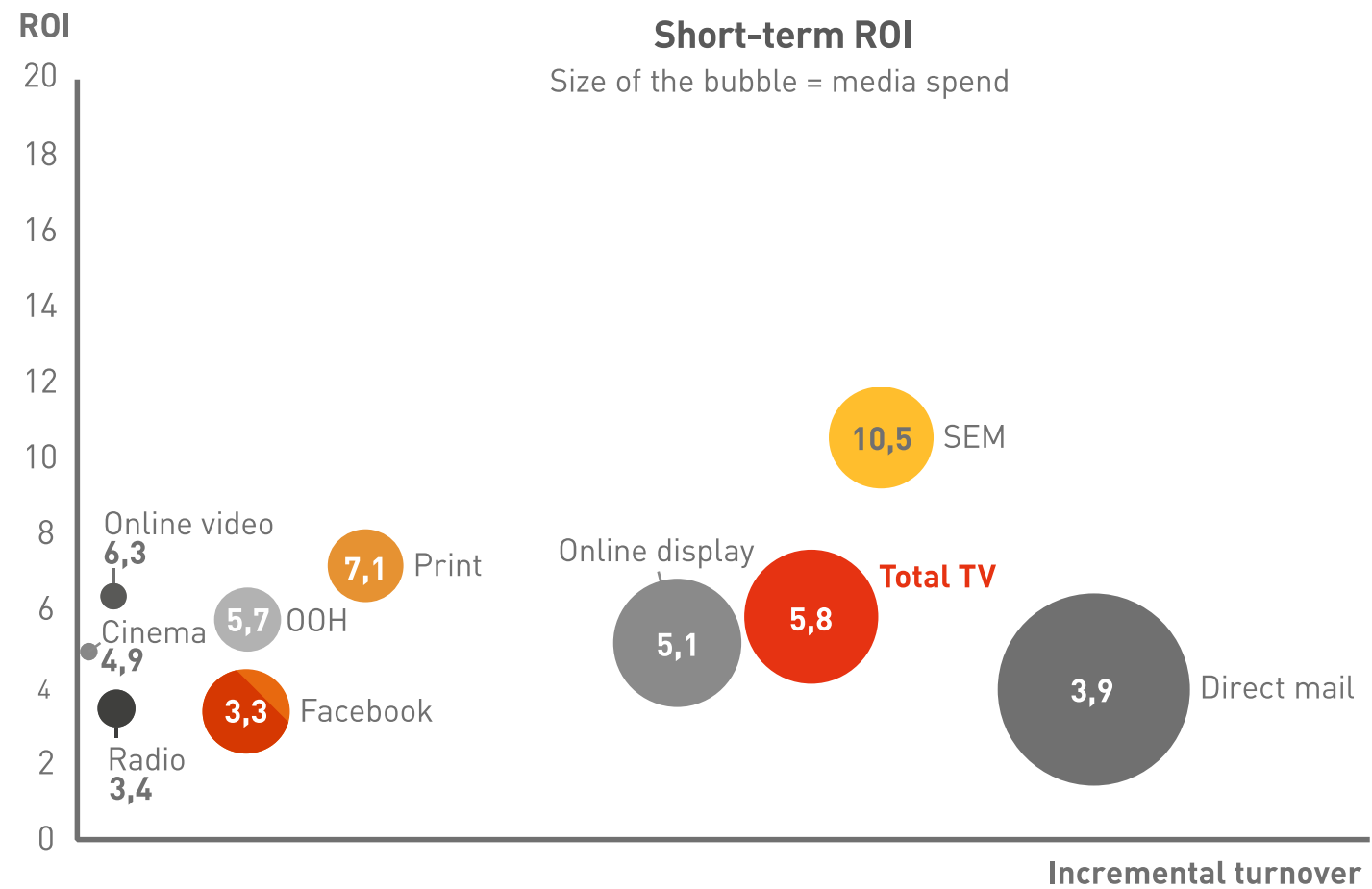


TV drives 4% of SEM driven turnover

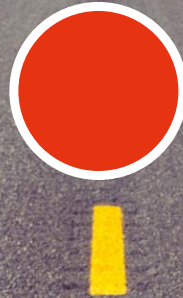


May-2017 – Apr-2019 | SEM driven uplift

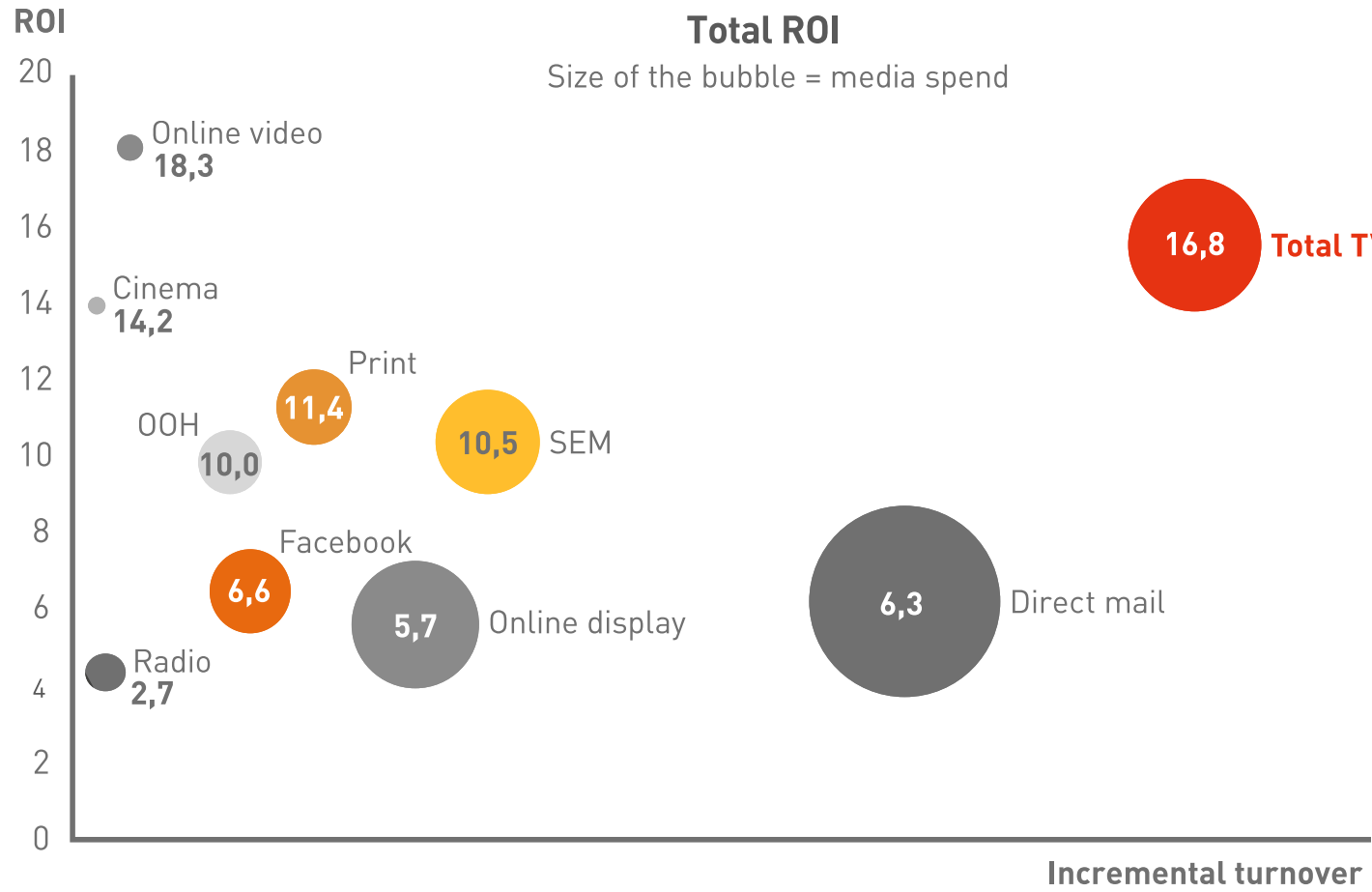
SEM the most efficient short-term turnover driver



Retail industry specific long-term multipliers used.



TV has the best total performance



Key takeaways

01

TV has positive spillover on web traffic and SEM

02

Each euro invested in TV generates 6€ of short-term turnover

03

Each euro invested in TV generates 17€ of total turnover

04

TV is the biggest media driver of total turnover

[Download the full presentation](#)

