How ETS Is Different

We enable you to deploy, not only to build, your models quickly and painlessly

Most companies get the fact that marketing mix models and customer relationship management systems can be valuable tools. However, the reality is that the most effective approaches to implementing such solutions require enormous analytic experience and knowledge and are fraught with other organizational and technical challenges. No CRM, data mining, nor statistical software package can automatically leverage customer and marketing data to generate great ROMIs.

To remove burdensome data collection and integration barriers, ETS has developed tools that simplify the process of collecting and transforming the data, and which be replicated over and over. Rather than waiting weeks and/or months to develop a model, we can jump start the process within a few days.

Furthermore, ETS will enable you to implement software tools needed to exploit your models right on your desktop. Rather than receiving a long consulting report, we provide tools for the decision maker to harness the model parameters at will, thus enabling dynamic forecasting, simulation, scenario planning, and optimization.

We have a superior solution for measuring Marketing ROI because we are the first to integrate the best practices of Customer Relationship Management and Marketing Mix Modeling

Measuring Marketing ROI (ROMI) is a very tricky proposition. CRM consulting firms and advertising agencies preach ROMI, but they do not have the complete set of skills to actually measure ROI for all elements of the marketing mix. For instance, the CRM firms may be able to tell you about your direct response campaigns, but have nothing to say about broadcast media like TV and print. Alternatively, an advertising agency may be able to give you a broad indication of how your TV ads are performing but lack the experience to leverage CRM.

To truly understand the impact of your various direct and indirect marketing efforts, you need to understand the interactions between the different market vehicles. Direct response models for specific campaigns that ignore the synergistic effects of broadcast vehicles such as print and TV advertising can lead to erroneous decisions in allocating marketing resources.

Unlike firms that specialize in either CRM Analytics or Marketing Mix Modeling, we combine the two disciplines. We know how to do this because we have requisite experience and skills in both disciplines – and this is a rarity! CRM analytics firms may have experience in data mining and database marketing. Marketing Mix Modeling firms may have experience in econometric techniques. ETS combines world-class data mining and world-class econometric techniques and experience to produce superior integrated marketing optimization solutions.

We de-mystify Brand Equity

Most companies realize that their long-term health depends largely on brand equity and a continuous stream of new product introductions. Unfortunately, brand equity research is often expensive, time consuming and typically linked to attitudinal rather than financial business results. ETS de-mystifies brand equity by introducing proprietary analytics that are capable of linking brand equity directly to definitive business results such as sales and market share.

We can help you accelerate New Product Launch and Product Portfolio decisions

Product Line and New Product Launch analytics are generally not well understood and difficult to implement due to the inherent difficulties of building models that are condusive to strong forecasting results. ETS remedies these difficulty by leveraging the Marketing Mix Optimer™ component of 4Optimizer™ to fully incorporate the comprehensive dynamics of your marketing mix as a basis for building specialized Product Line models using the state-of-the-art in structual equation and or agent-based simulation models to generate robust forecasting and optimization results.   ETS has an enviable track record for generating accurate forecasts from robust models.

Our multi-industry experience creates invigorating up-to-date approaches to marketing modeling

ETS was founded right from the start with the combined data management and marketing modeling sophistication and experience from varied industries including CPG, financial services, automotive, retailing, and e-commerce. ETS modeling methodologies incorporate refreshing new approaches in econometrics, statistical, and simulation techniques from across industries. ETS will challenge prevalent methodologies that are obsolete or based on rigid niche industry focus.