

# Nepa Marketing Mix Modelling Research Leverages Facebook Data to Optimize Media Spending

**Nepa releases case study on using Facebook Marketing Partnership data as part of its Consumer Science Platform to help multi-national FMCG company optimize media spend.**

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**New York, NY**

Nepa, a leading consumer science company providing customer experience insights and marketing optimization solutions, shares today the results of a case study demonstrating the integration of Facebook data streams to optimize a multi-national CPG's media mix. The international FMCG company observed decreased sales and softened brand equity amidst increased competition and promotion.

Partnering with Nepa and Facebook, the company quantified that 4% of its sales and 10% of its brand awareness resulted from current media investments. As a member of the Facebook Measurement Partnership program, Nepa optimized the organizations media spend overall and within the Facebook ecosystem – recognizing opportunities to improve sales and brand performance through shifting the mix to Facebook and Instagram. Predictive models identified an opportunity to increase media sales by €140,000 (12%) through changes to the mix at current total media spend.

A spokesperson for the international FMCG said, "This MMM approach provided valuable insights into which media will best help us maximize ROI in terms of balancing short-term sales vs long-term brand building. It also gave us deeper insights into what role Facebook plays in our overall marketing mix"

"Working together with Facebook enables us to perform easy analysis and reach valuable insights, speeding up the project process for us as well as having access to detailed media execution resulting into both smoother and improved delivery for the client." Daniela Lueth, Product Owner at Nepa.

A more in-depth case study highlighting this MMM collaboration is available on [www.nepa.com](http://www.nepa.com).

By continuing to leverage integrated partnerships with major advertisers like Facebook, Nepa strives to help clients make sense of endless data

streams and develop unique methodologies that empower global brands make smarter media decisions.

## **About Nepa**

Headquartered in Stockholm and with local presence in Helsinki, Oslo, Copenhagen, London, Mumbai, New York, Miami and Denver, we help some of the world's most reputable brands in more than 50 countries to optimize customer experience investments and get more effect out of their marketing and sales. Nepa has been awarded DI Gasell's award for organic fast-growing companies in 6 of 7 years since 2011.

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