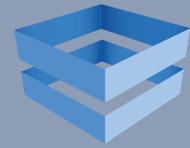


# MACD Analysis: A Framework for Allocating Marketing Spends During COVID-19 Recovery



latentview

Actionable Insights • Accurate Decisions

## Client

A leading travel company that leverages the Opaque pricing model

## The Problem



Due to the detrimental impact of COVID-19 on the travel industry, marketing was ceased, and the inventory wasn't updated. The client required a systematic approach to restart its marketing spends and have a competitive edge over its sister companies by analyzing brand recovery by regions and KPIs to make better data-driven decisions.

## The Before State



The company saw a slump in booking volume YOY after the global pandemic hit and lockdowns came into effect. Marketing spends were halted. The client did not want to compete with its sister brands over the same customer segments. With restrictions being lifted, the client wished to restart marketing by finding the right targets and gaining a competitive edge over its sister brands. Given the volatile and unpredictable nature of the pandemic, a novel and effective solution was required to gauge the business environment and implement a marketing strategy.



## The LatentView Solution



LatentView Analytics developed a framework by leveraging the MACD (Moving Average Convergence Divergence) trendline to get the signal of recovery (Growth) and acceleration (Momentum) in bookings across the sister brands to compare brand performance across dimensions and regions. It helped in streamlining the recovery process across the parent group.



We helped define a KPI called signal strength (categorical assimilation of the magnitude of growth and momentum by benchmarking) to categorize markets into growth drivers, stable and growth inhibitors.



By collating data from multiple brands and cross-validating with external indices, a dashboard was built to track brand performance dynamically, drilling down to regions, states, and cities and track KPIs. Additionally, a deep dive analysis was done to understand customer behavior.

## The After State



The MACD framework was instrumental in identifying Growth and Engagement markets, which the marketing team leveraged to allocate marketing budgets for spends.

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A weekly summary was provided to understand market performance, leading to a ROAS increase from 150% to over 300%.

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The Multi-brand performance report and dashboard helped the client's leadership team identify strengths across other brands that paved the way for more informed decisions.

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Markets showing potential were identified, and its inventory was ramped up by collaborating with the supply team.

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The client was able to identify key aspects of Customer Behaviour that were leveraged to generate higher transactions.

### About: LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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