Predicting Marketing ROI for a Re-Commerce Company

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The Customer

The customer is one of the largest re-commerce market place for used cell phones & electronic devises. Their business model is reverse of typical e-Commerce company, where they take used electronic devices from end users and deliver them to refurbishes of specific electronic devices. Their electronic engine allows real time bid- ding by several refurbishes providing the seller the market price for the used device.

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Business Situation

The customer faced a challenge in assessing the feasibility of their business model. They wanted to predict Re- turn on Investment (ROI) before scaling up marketing expenses and expanding into other verticals.

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Our Solution

Y-Point carried out a green field data warehouse implementation. The solution helped the customer by collect- ing click-stream data (visit data), orders and marketing spend using a combination of open source and low cost but highly effective technology to make data ready for analytics. Within 6 months Y-Point consultants rendered an analytic solution that was able to achieve the following:

- Identify brand aware visits via search engine and online advertisements

- Created a statistical model that was able to estimate future visits and revenue based upon TV channel spend. This allowed customer to increase the Marketing ROI.

- Expanded the data model to other digital marketing channels.

- Alter the customer business model by running several predictive scenarios to understand the feasibility of various pricing strategies to increase the number of transactions and hence revenue.

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About YPoint

Y-point Solutions was founded by IITB (IIT Bombay) alumni and a set of young entrepreneurs who saw the utility of data far beyond its transactional manifestation. Data to them was much more than transactions, it was a fact with many dimensions. And these dimensions when connected together offered unparalleled insight into an enterprise's health.

There are two broad objectives of an analytical system. Understand the dynamics of the ecosystem and be able to anticipate the future challenges to a business or future disruptions. Generating data as useful information is thus the key to simplifying complexity.

Contact Us

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