



Predicting Household Affinity to Various Consumer Products

Company and Industry

The client is an advertising agency that buys significant TV advertising time on behalf of large consumer product companies. Its clients are in industries such as automotive, health and beauty products, and food.

Impact

The agency is now more effective at targeting their ad buy to reach more households with affinity to the product advertised, while keeping the overall cost of ad purchasing low through effective selection of stations, markets and programs.

Problem

The agency's business success is directly linked to their ability to predict which types of households have an affinity to the products its customers sell. The client has detailed data on the purchasing behavior of a small group of US households, but data collection is time consuming and expensive. They were interested in a more time and cost effective method to predict the purchasing behavior of a much larger number of households across advertising markets.

Solution

The client used Prophecy to build accurate household level product affinity models. These models were highly effective even when the percentage of potential target households in a market was low.

Using Prophecy, the client's internal staff performed the analysis and built the models without any statistical or data mining expertise, and completed the work well within the budgeted time and cost.