

# Are you using AI/ML techniques to reveal crucial insights for your business?



## The Challenge

A B2B2C bathware manufacturer with slowing volume needed to find a way to reduce costs while safeguarding revenue. They doubted the effectiveness of their promotional programs and were considering reducing promotional spend to help cut costs and grow margin.

## The Solution

INSIGHT developed a rigorous algorithm and A/B test approach to assess how changes in promotional spend would affect ROI. We conducted testing across 10 weeks to determine how much we could decrease promotional spend to maintain comparable return on the investment.

INSIGHT found that there was excessive expenditures that could be reduced while only marginally affecting sales.

## THE RESULTS

**\$6M**

*Identified opportunity to reduce promotional spending*



*Avoided compromising sales & revenue figures*

*Implementing an automated algorithm streamlined data collection with minimal manual intervention, revealing that reducing ad spending would have only a marginal impact on sales, thereby validating the hypothesis.*

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