



CASE STUDY

Driving purchase intent and advocacy through brand connection

As the beverage industry has changed in the past decade, a comprehensive approach was needed to drive growth and commitment. A major beverage company needed to uncover the connection between its individual brands and the overall company to prioritize which elements of its brand to leverage.

LRW's Marketing and Data Science department developed a custom Bayesian network model to identify which attributes (e.g., trust, love, brand perceptions) are most predictive of purchase intent. These insights informed marketing and communications at a brand-level to drive consumption and purchase intent as well as at a company level to drive advocacy & support.



CASE STUDY

Driving KPIs That Matter

A major tech company needed to ensure their global B2B marketing investments were being strategically placed. They needed to identify the most influential themes to communicate about to improve their brand health among B2B decision-makers.

LRW developed several models to identify what would be the optimal KPI for the company. Several themes that drive the KPI among B2B decision-makers were uncovered.

This model determined which micro-perceptions are connected to each other and their impact on the overall KPI. Through this model and a clear view into white space opportunities, this company was able to focus on the most impactful perceptions. The research provided a clear strategy regarding which KPI to measure and ensure effective communications with B2B decision makers globally.