



VALKUREN



PRESENTATION

UNLOCK THE POWER OF DATA

May 2024



About Us

VALKUREN is a Belgium based company specialized in **Big Data solutions** development including **Data Analytics & Artificial Intelligence** services, in 3 areas: Manufacturing, **Marketing** and Mobility.

Our mission is to help companies **optimize their processes** and **improve their decision-making** thanks to new ways of leveraging data.





VALKUREN



DT4MARKETING SOLUTION

Digital Twin for Markteing : Marketing Mix Solution enhanced by AI



Your challenges

Do you really know what your online & offline advertising expenses bring in?



- Which media is the most effective?
- How many sales are “natural”?

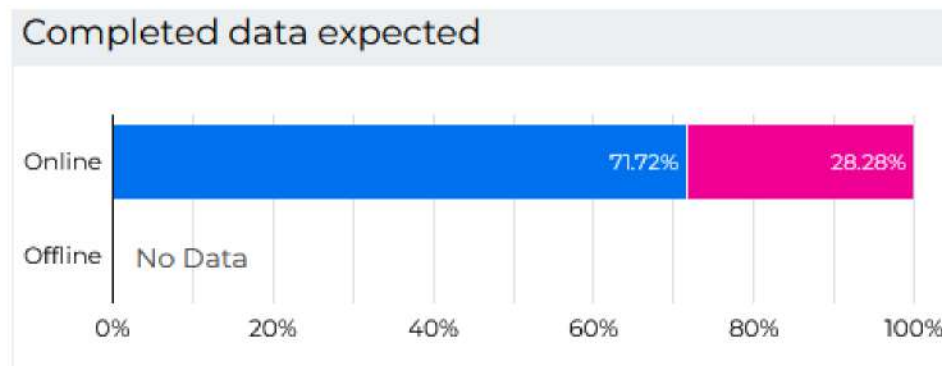


- How many sales per media investment?
- What is the ROI per channel?

Our Process

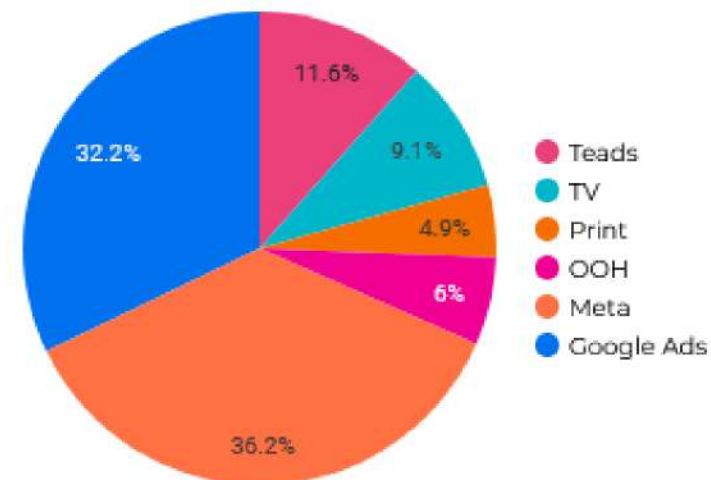
1

Data maturity check



2

Marketing Mix Viewer



3

Marketing Mix Optimizer

name	Initial budget	Optimized	Delta pp
Google Ads	32.2%	37.2%	5.1%
Meta	36.2%	34.2%	-2.0%
Teads	11.6%	9.1%	-2.5%
TV	9.1%	8.2%	-0.9%
OOH	6.0%	6.7%	0.7%
Print	4.9%	4.5%	-0.4%

Increase of ROI expected

+15.48%

Our Features



Learn from past activities

Analyze marketing impact, refine strategies and drive ongoing growth based on real insights.

MM Viewer



MM Optimizer



Marketing spend optimization

Analyze the effectiveness of your marketing spend across different channels (TV advertising, online, print, etc.) and optimize your budget allocation to maximize your ROI.



Improve campaign performance

Predict your channels' performance to refine your channel mix and budget allocation. Stop wasted spending and focus on effective channels, saving resources and boosting efficiency.

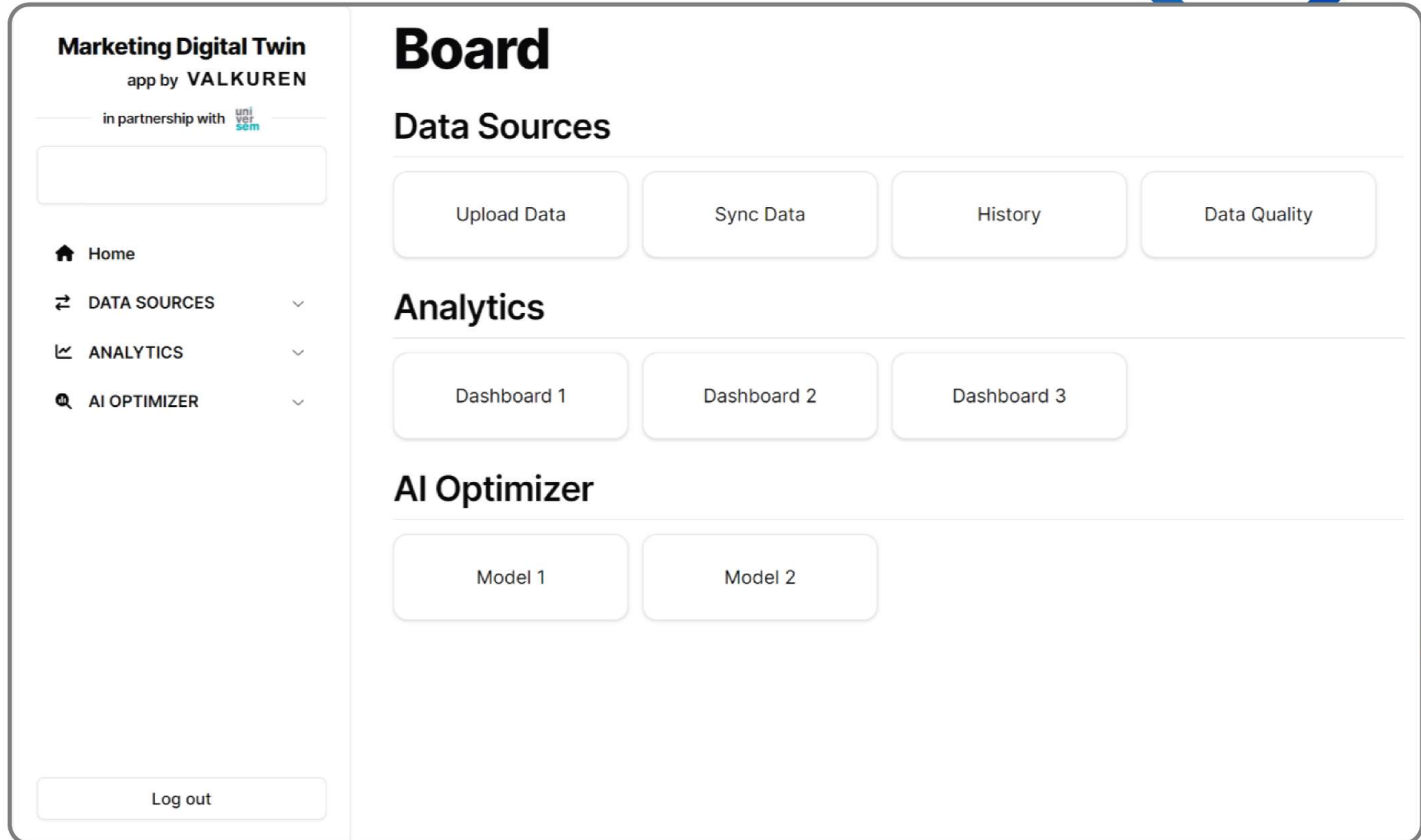


Predictive insights

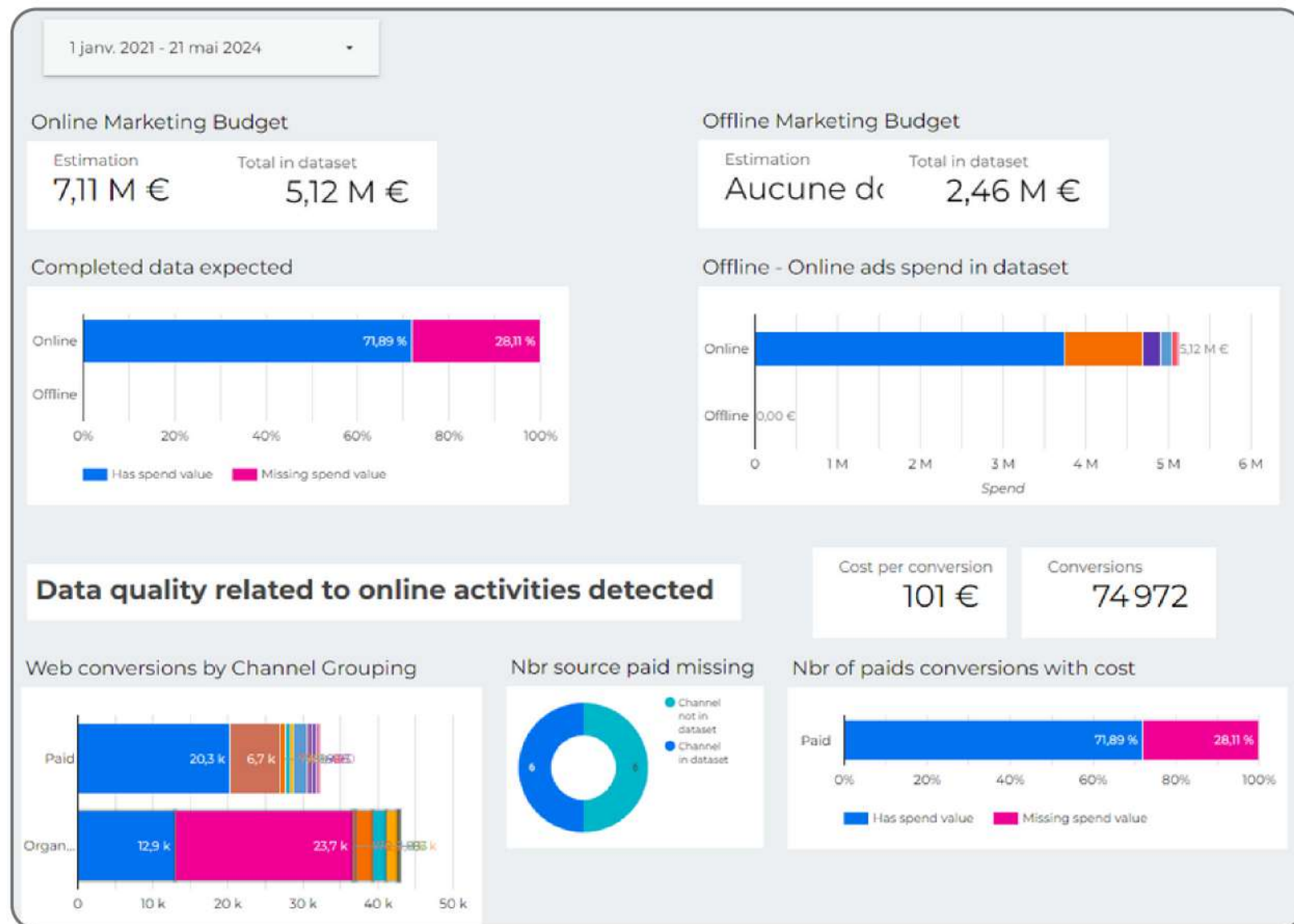
By combining data from various sources such as sales, marketing, customer demographics, etc., MMM provides a holistic perspective of the effectiveness of a company's marketing strategies and provides valuable insights to make well-informed decisions.



Our tool



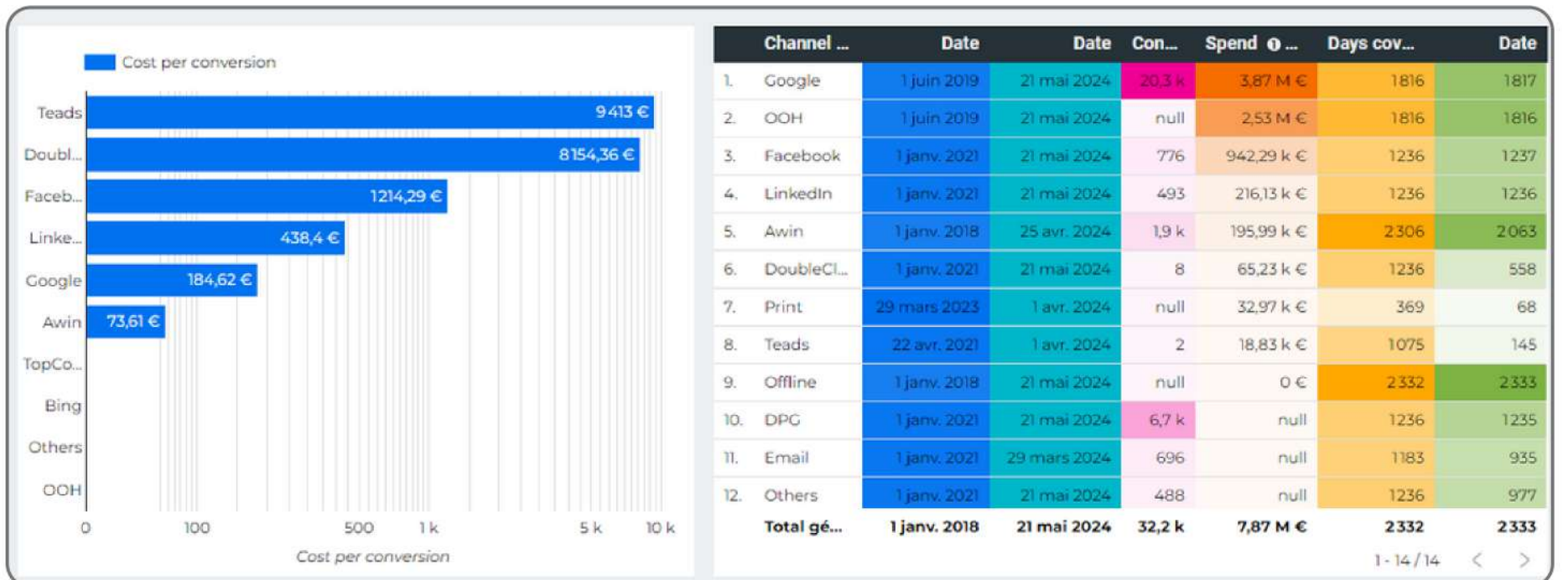
Marketing Mix Viewer



Details by paid source

	Channel grou...	Tagged as ...	Channel Status	Days missing...	Conversion...	Start Date	End Date	Spend	Status CPC
1.	DPG	Paid	Channel not in dataset	1049	6674	null	null	null	1
2.	Others	Paid	Channel not in dataset	308	488	null	null	null	1
3.	Bing	Paid	Channel not in dataset	256	471	null	null	null	1
4.	TopCompare	Paid	Channel not in dataset	242	420	null	null	null	1
5.	Email	Paid	Channel not in dataset	190	696	null	null	null	1
6.	Awin	Paid	Channel in dataset	82	1885	1 janv. 2021	14 mars 2023	138,7 k €	2
7.	LinkedIn	Paid	Channel in dataset	28	493	25 janv. 2021	21 mai 2024	216,1 k €	2
8.	Google	Paid	Channel in dataset	19	20 268	1 janv. 2021	21 mai 2024	3,7 M €	2
9.	Facebook	Paid	Channel in dataset	2	776	1 janv. 2021	21 mai 2024	942,3 k €	2
10.	DoubleClick Bi...	Paid	Channel in dataset	1	8	13 mars 2022	21 mai 2024	65,2 k €	2
11.	Teads	Paid	Channel in dataset	0	2	29 mars 2023	1 avr. 2024	18,8 k €	2

0,002 000 M €



Marketing Mix Optimizer

1 janv. 2021 - 21 mai 2024

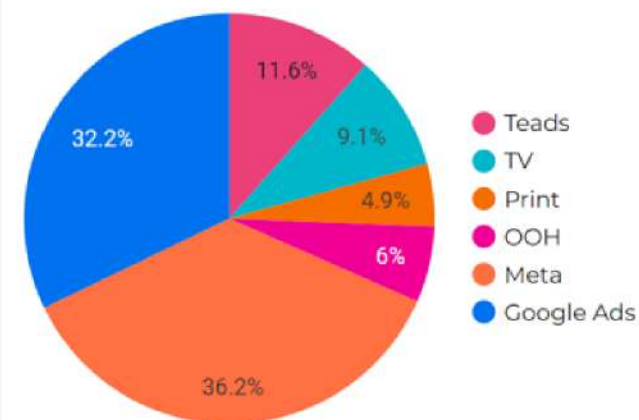
Tagged as ...

Channel grouping

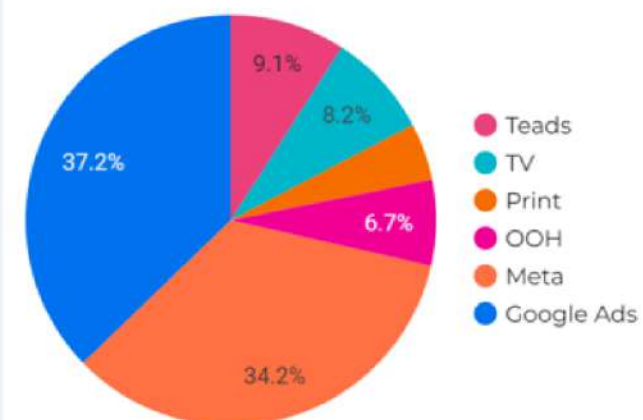
Increase of ROI expected

ROI expected
15.48%

Initial budget spend



Optimized spend



Actual vs Predicted Revenue

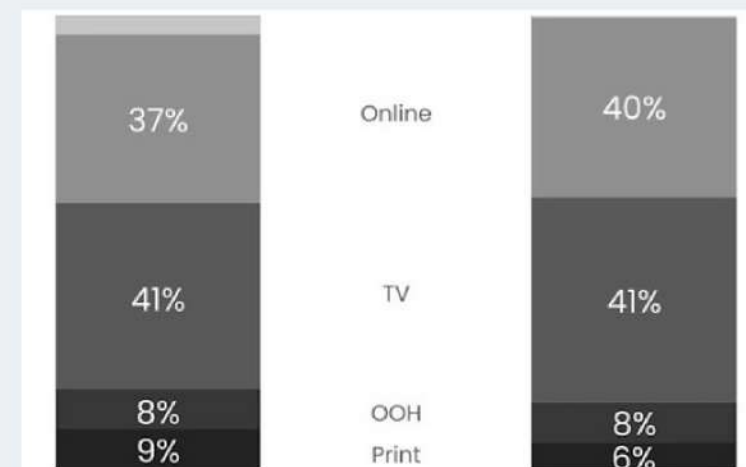
Visual representation of the Cassandra's Modeling Accuracy



Proposition

	name	Initial budget	Initial...	Optimized	Opti...	Delta pp
1.	Google Ads	64.3K	32%	74.4K	37%	5.06%
2.	Meta	72.5K	36%	68.4K	34%	-2.02%
3.	Teads	23.1K	12%	18.2K	9%	-2.47%
4.	TV	18.2K	9%	16.4K	8%	-0.9%
5.	OOH	12K	6%	13.5K	7%	0.75%
6.	Print	9.9K	5%	9K	5%	-0.42%

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Current strategy

Adjusted strategy

Your Benefits



One tool - holistic analysis

Holistic view of the impact of marketing campaigns, measuring the incremental impact of every channel, online and offline.

By analyzing sales data, economic trends, and your marketing efforts, you get a 360-degree view of what's working.



Deep understanding of consumer behaviour

Valuable insights into consumer preferences and behaviours and better understanding which messages, products, or promotions most effectively meet customer needs.



Optimization of Media spend

Say goodbye to guesswork. With MMM, you'll know where every penny of your marketing budget should go for maximum impact.

It's like having a GPS for your marketing spend - guiding you where to invest for the best returns.



Improved ROI

MMM is able to accurately attribute the impact of each marketing component on sales or other key performance indicators.

By understanding which elements of the marketing mix are most effective, businesses can allocate their resources more efficiently, maximizing ROI.



Our Offer

BRONZE

4 Digital Sources
+
4 Offline Sources
+
Promotions
+
Holidays/Seasonality

SILVER

8 Digital Sources
+
8 Offline Sources
+
Promotions
+
Holidays/Seasonality

GOLD

15 Digital Sources
+
15 Offline Sources
+
Promotions
+
Holidays/Seasonality

PLATINUM

> 15 Digital Sources
+
> 15 Offline Sources
+
> other sources

DATA MATURITY CHECK
MARKETING MIX VIEWER

OPTIMIZER
1 x set-up
Monthly fee

THANK YOU

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