

Optimization of Customer Reach (Digital & Physical Marketing)

Overview

Maruti Suzuki MAIL is the Corporate Accelerator of Maruti Suzuki, working towards finding starting startups, with which Maruti Suzuki teams can co-create a solution to address a live use case.

Current Challenges

Maruti Suzuki does a lot of advertisement spends on Print / TV / Radio and Digital media. As there is no mapping available between physical and digital space, a lot of times the same ad is visible to the same set of customers, which leads to wastage of resources and customer alienation. This also makes the Return on Investment (ROI) of the ad spend difficult to measure

Business Requirements

Solution that can work out a mapping of reached customers in physical space and digital space, would results in a lot of optimization in the ad spend for Maruti Suzuki. This would help in better targeting of customer and understanding a clear customer journey, and hence precise ROI measurement

Solutions required to:

- (a) Avoid duplicity of Reach between Print / TV / Radio and Digital
- (b) Measure ROI of the Media Campaigns