

**MARKETING ANALYTICS: Case Study**

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

Case No.	Chapters	Case Title
9	9	Distribution: Acme Cosmetics Company: UPDATED

You are the marketing manager for Acme Cosmetics. Acme manufactures and sells a premium brand anti-wrinkle face cream derived from a rare form of green tea. Some say that the green tea gives the cream its unique rejuvenating powers. All you know is that sales are strong. As a result, you have been asked to select an additional retail location to increase sales further. The tables below show the relevant data.

Attribute	Store A: Retail Premium	Store B: Retail Outlet	Store C: Internet
Expected Revenue (\$)	\$20,000	\$15,000	\$15,000
Expected Cost (\$)	60% (cost: \$12,000)	50% (cost: \$7,500)	8% (cost: \$1200)

Table 1: Channel revenue and cost metrics

Attribute	Store A: Retail Premium	Store B: Retail Outlet	Store C: Internet
Location	80%: Premium mall	40%: Outlet mall	20%: Limited web traffic
Brand Alignment	80%: Premium/ Premium	40%: Premium/ Value	50%: OK associations
Physical Requirements	60%: Med. floor, parking	80%: Large floor, parking	100%: No restrictions
Market-Specific	100%: Training available	60%: Limited training	10%: No training

Table 2: Channel customer acquisition metrics

Attribute	Store A: Retail Premium	Store B: Retail Outlet	Store C: Internet
Customer Support	100%: Skilled staff	70%: Good sales staff	10%: Outsourced support
Customer Feedback	80%: Strong program	50%: Weak program	100%: Direct metrics
Customer Programs	80%: "Mall bucks"	60%: "Outlet bucks"	10%: Internet only

Table 3: Channel customer retention metrics

Attribute	Store A: Retail Premium	Store B: Retail Outlet	Store C: Internet
Consulting	100%: Skin experts	60%: Some knowledge	10%: Automated "staff"
Customer Metrics	80%: Advanced CRM	50%: Older CRM	100%: Full metrics
Channel Growth	20%: Declining segment	40%: Low growth	80%: Increasing growth

Table 4: Channel customer revenue growth metrics

1. Select the store with the maximum effectiveness, based on the information in the tables. State the weights used for the selection process.

Data Requested	Results
Final Scores	Store A: _____ Store B: _____ Store C: _____
Weights Used	Weights, General: Profit: ____; Acquisition: ____; Retention: ____; Revenue: ____ Weights, Acquisition: Location: ____; Brand: ____; Physical: ____; Market: ____ Weights, Retention: Support: ____; Feedback: ____; Programs: ____ Weights, Revenue Growth: Consulting: ____; Metrics: ____; Growth: ____