



Case Finlayson

How the iconic textile company discovered new growth opportunities with Sellforte's Marketing Effectiveness Platform



HIGHLIGHTS

- ✓ **With help from Sellforte, Finlayson is better able to understand how total sales is split between base sales, discount-driven sales and media-driven sales – and how these evolve through time**
- ✓ **Thanks to continuous updates, Finlayson can analyze and optimize their media and campaign mix throughout the year**
- ✓ **Analyzing promotion effectiveness enables Finlayson to focus their promotion efforts to product categories that drive the highest sales and margin uplift**

CLIENT CONTEXT

Finlayson is a Finnish textile manufacturer whose history spans more than 200 years. The company strives to produce beautiful things by designing high-quality products while being both ethical & ecological.

- Finlayson's revenue amounted to 40.8 million euros in 2020.
- The company employs 155 employees (2020).
- Finlayson has invested substantially to sustainability, and it has been chosen as the most sustainable company within the industry in Sustainable Brand Index -surveys.

Finlayson wanted to make sure its marketing activities were performing efficiently. To ensure this, Finlayson decided to integrate Sellforte's solution into its marketing planning process.

- Finlayson leverages both online and offline media channels in its marketing.
- The company wanted to find out how each channel delivers results, and how to optimize the media mix for each campaign type.
- Moreover, continuously reviewing the effectiveness of promotions was a topic of interest for Finlayson.



CLIENT OBJECTIVES

Finlayson was interested in determining its marketing activities' ROI and promotion effectiveness on an ongoing basis. Moreover, it was interested to review how the relation between base sales, discounts and media-driven sales develops through time.

- Measuring marketing activities' ROI and promotion effectiveness on ongoing basis.
- Finding out the optimal media mix and enhancing budget allocation for different activities
- Deep diving into product category, sales channel and sales area in terms of marketing effectiveness.
- Finding out the optimal products for promotions

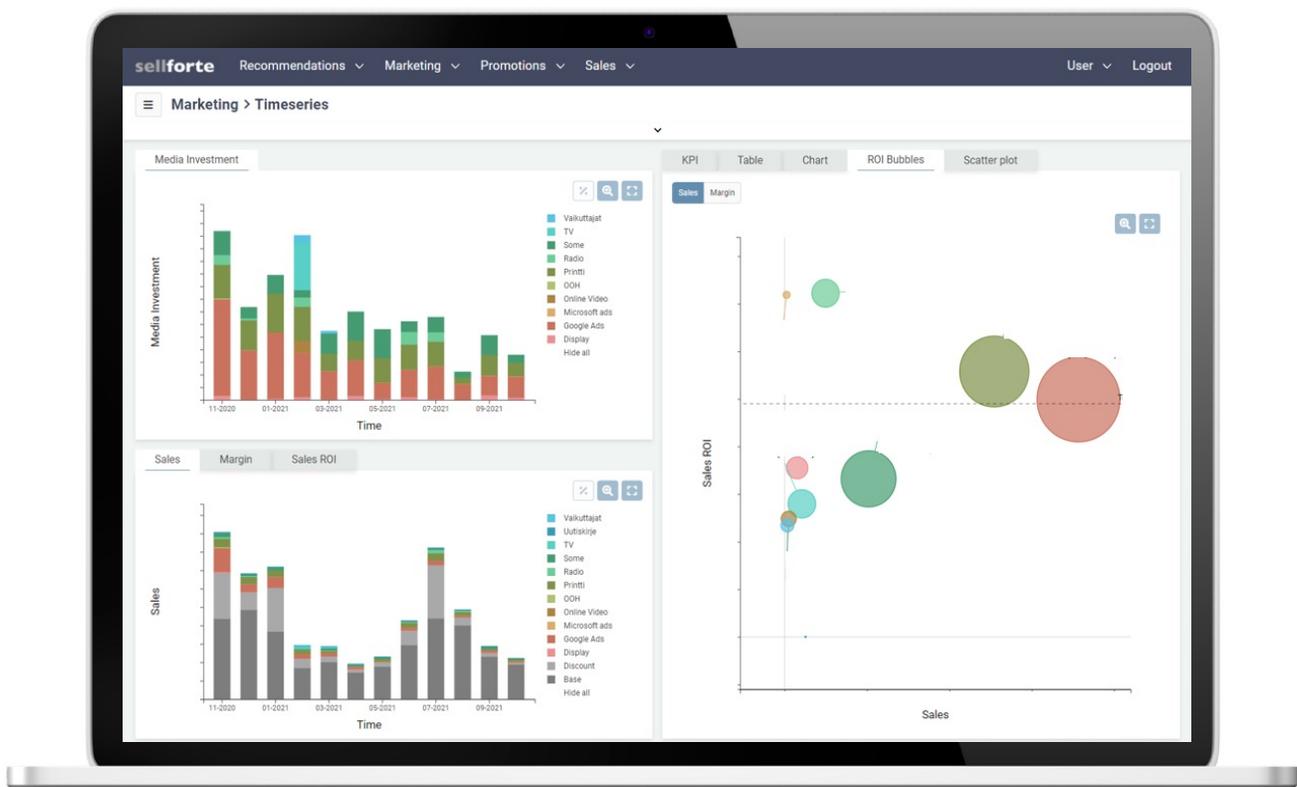


CLIENT QUESTIONS

- ✓ What is the **proven impact of marketing activities?**
- ✓ What are the most effective media channels **for each campaign type?**
- ✓ How to best support sales **in different sales channels?**
- ✓ What are the **promotions and items that drive the highest incremental sales and margin?**

MARKETING EFFECTIVENESS OUTPUTS

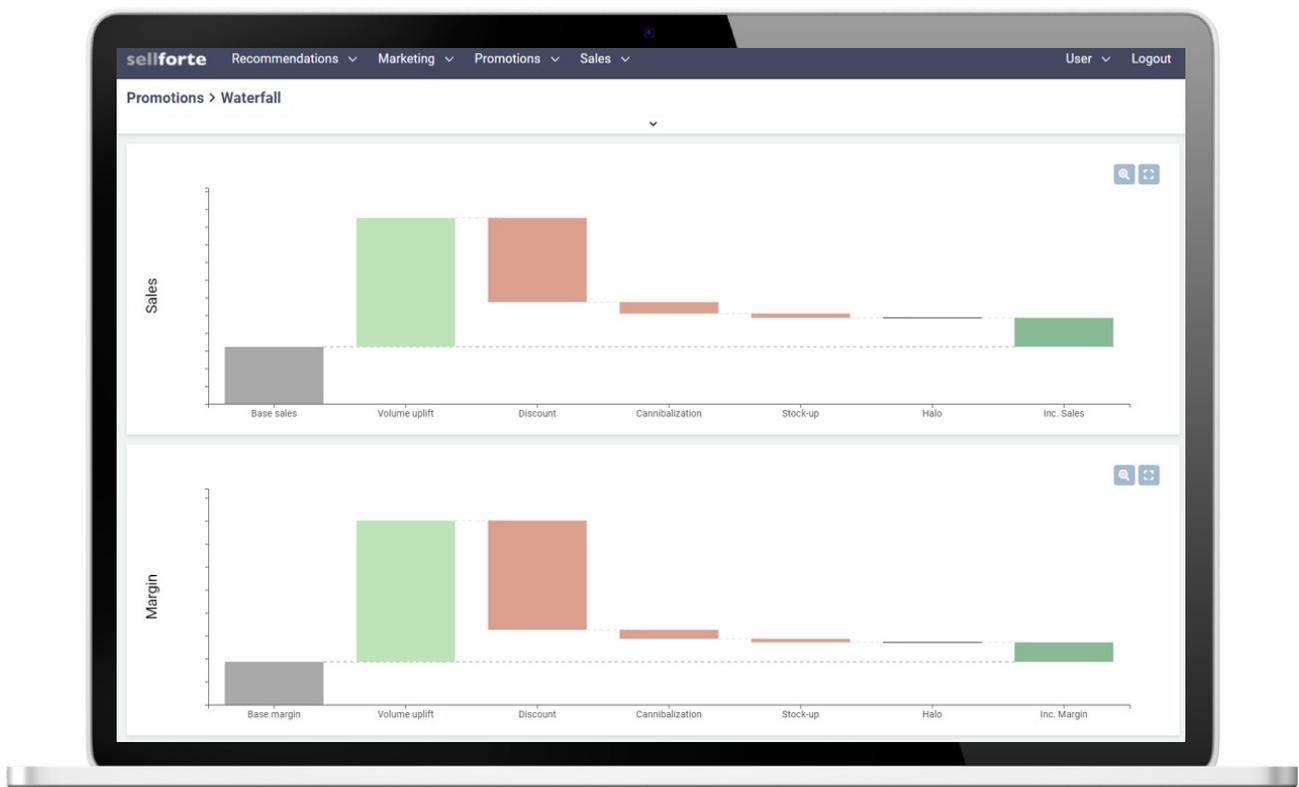
Marketing effectiveness -view enables users to understand big picture and drill-down for more specific insights.



- ✓ Users are able to **compare different campaigns** together based on timing and media-mix.
- ✓ **Based on the historical media-level results and insights** pulled from those, marketing team **can plan and optimize future campaigns** on a very detailed level.
- ✓ As the uplifts are split between sales channels and product categories, more detailed planning to support for example online sales is possible.

PROMOTION EFFECTIVENESS OUTPUTS

The promotion waterfall view allows Finlayson to get a quick glance on how promotions drive incremental sales & margin



- ✓ The promotion sales & margin waterfall charts show the uplift from promoting the product, how much it cannibalizes sales & margin within same product category and how much of future normal-priced sales is lost due to stock-up.
- ✓ Promotion Effectiveness brought transparency and accelerated category-level growth as Finlayson learned which categories should be in campaigns

CLIENT FEEDBACK



"As marketing is getting more and more data-driven, it's crucial for us to be able to measure our marketing investments on ongoing basis. We can now test new activities and get feedback about their effectiveness. Sellforte's solution suits great to our fast-paced business. "

Maiju Laurén, Chief brand and design officer, Finlayson



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