



Revving Up the Digital Automotive Customer Journey



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We use predictive analytics to drive strategic planning

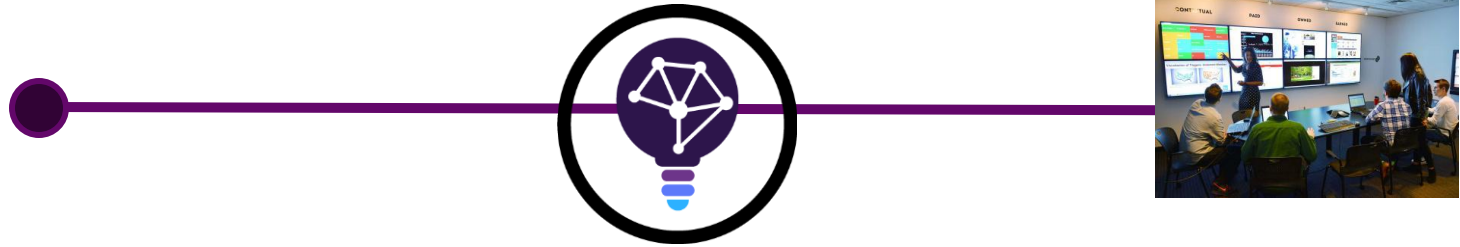


What is Synapse?

- Synapse is an internal, analytics-based media-mix optimizer that recommends optimal media channel allocations and flighting
- The tool forecasts KPI outputs of different media plans and can account for non-media impacts as well
- Response curve data is required from Marketing Mix Models (MMM)
- Mindshare built models for Volvo to measure the impact of media on various KPIs



Multiple teams are engaged and collaborate in this process



**Collect data and
build plans**

**Feed plans into
Synapse**

**Discuss with Volvo in
the Loop**

Strategy & Planning

Marketing Sciences
(Advanced Analytics)

FAST

The media plans that Mindshare builds for Volvo are adaptive and transparent



This process eliminates silos and ensures that the right information and approach is used to achieve maximum client impact



Mindshare is empowered to run multiple scenarios and optimizations in real time. Volvo can adapt their plans with agility