Revving Up the Digital Automotive Customer Journey

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We use predictive analytics to drive strategic planning.

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Moving thinking from retrospective to prospective
**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.

![Consideration](image1)

![Website Visits](image2)

![Sales](image3)

Synapse
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.