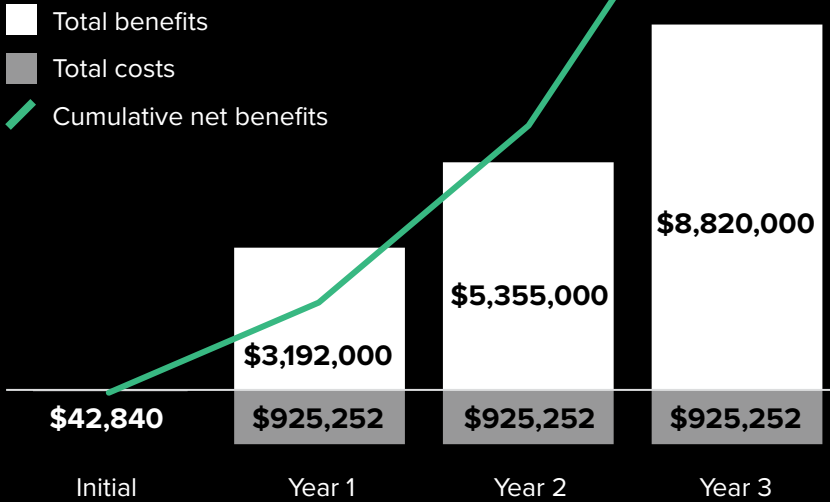


The Total Economic Impact™ Of Analytic Partners

Through qualitative and quantitative inputs and in-depth interviews with four customers using Analytic Partners' Commercial Analytics solution, Forrester concluded that Analytic Partners has the following three-year financial impact.

FINANCIAL SUMMARY

Three-Year Risk-Adjusted Present Value



- ROI 495%**
- NPV \$11.6M**
- PAYBACK <6 months**

ANALYTIC PARTNERS BY THE NUMBERS

- \$1.3M PV** resulting in accelerated speed to marketing efficiency
- \$6.6M** improvement in contribution to total revenue
- \$6M** greater marketing spending efficiency

VOICE OF THE CUSTOMER

"We've seen incredible growth from the decisions we've made, and not all to do with media investment. We've more than doubled the size of our business and we're set for continued growth with Analytic Partners"

SENIOR DIRECTOR OF DATA INSIGHTS, CPG

"Our previous partner provided a lot of data, but there wasn't any support on getting anything done with it. A big selling point with Analytic Partners was its rigor and support around change management."

VP OF CUSTOMER TEAM, RETAIL

"Analytic Partners' broad approach to analysis beyond just media performance was compelling to me because it gives us more holistic information to work with to make sense of our business."

SENIOR DIRECTOR OF DATA INSIGHTS, CPG

Comissioned by:



This document is an abridged version of a case study comissioned by Analytic Partners titled: The Total Economic Impact™ Of Analytic Partners, August 2024.

[Read the full study](#)