



TELSTRA MARKETING MIX MODELLING

VIDEO TRANSCRIPT

[Music]

00:37

The beauty of the tool is really about myth-busting in some instances we've been marketing that way for years. The tool now can tell us does it work or doesn't it. The tool that we've got really brings both the art and science of marketing together. The science is clearly the leading-edge technology that we're using with machine learning and all the data that we're bringing together. The marketers still need to interpret this information and make decisions about how we go to market.

01:10

[Music]

01:40

So Triple M has really enabled us to enhance the way we track, plan and tune our marketing investments. In fact today we're going to market differently as a result of the insights that have come out of the product.

01:56

[Music]

02:05

What made a big difference was infusing human centric design thinking methods right into the way that we work, from a very collaborative and highly iterative approach to developing the machine learning models, to co-creation and co-design of the final application. To deal with the challenges, it was the strong partnership between Telstra and Accenture that really made it possible. Triple M is a living breathing tool. As our marketplace changes, and the way we market changes. Triple M will evolve to keep pace.

02:39

[Music]

Copyright © 2018 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.