Up markets

Marketing Consultant & Strategy



About Us

At Up Markets, we bridge the gap between data research and real-world execution. Our mission is simple — to deliver data-driven marketing consulting that helps businesses grow smarter and bigger. We focus on creating measurable impact from day one, ensuring every strategy is backed by insights and designed for results.

Unlike large-scale research firms, we take a hands-on, boutique approach. By combining deep analysis with practical execution, we guide brands through complex marketing landscapes with clarity and confidence.

What we do ?

We provide data-driven marketing consulting, combining deep research with hands-on execution to deliver measurable growth.

Focus Areas :

1. Marketing Mix Modeling – analyzing core insights, powered by Robyn
2. Marketing Consulting – Helping brands crack the toughest questions: e.g.
   - How do we lower CPMs while boosting sales?
   - Which platforms drive the highest ROI?
   - Where should the next marketing dollar go?
3. Marketing Strategy –Insight-led plans that connect brand vision with growth
4. Marketing Data Analysis – Turning platform data into clear, actionable insights



Harman

Lead

I founded Up markets with a vision to revolutionize marketing consultancy, leveraging my 8+ years of hands-on experience with industry leaders including American Express and Yum Brands! .
My personal portfolio includes designing and executing sophisticated marketing mix modelling and performance marketing solutions for global brands such as Pizza Hut, Taco Bell, KFC, Reynolds, and Glucerna across multiple international markets."



Marketing Mix Modelling

For Porfolio

Projects till date (MMM projects)

1. Delivered and managed recurring studies across brands and geographies, completing 20+ end to end marketing mix modelling projects to date.
2. Delivered market research and marketing mix projects for Pizza Hut across MENA markets (UAE, Oman, Qatar, Bahrain).
3. Delivered market research and marketing mix projects for KFC in Canada, France, and Spain.
4. Delivered market research and marketing mix projects for Taco Bell in the USA and UK.
5. Delivered marketing mix projects for Glucerna and Reynolds.

Summary of Findings

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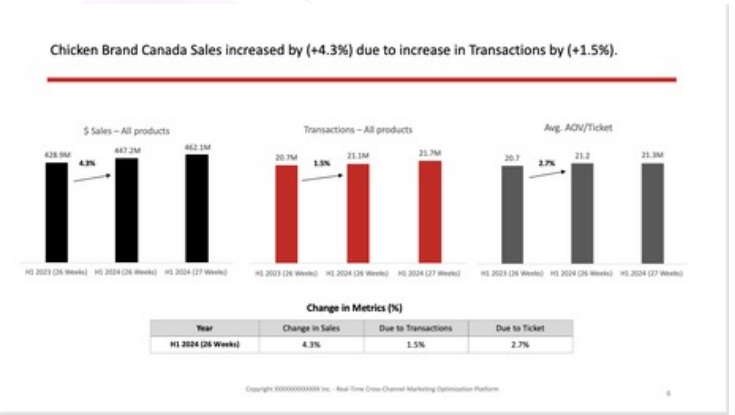


Business Performance (H1 2024):

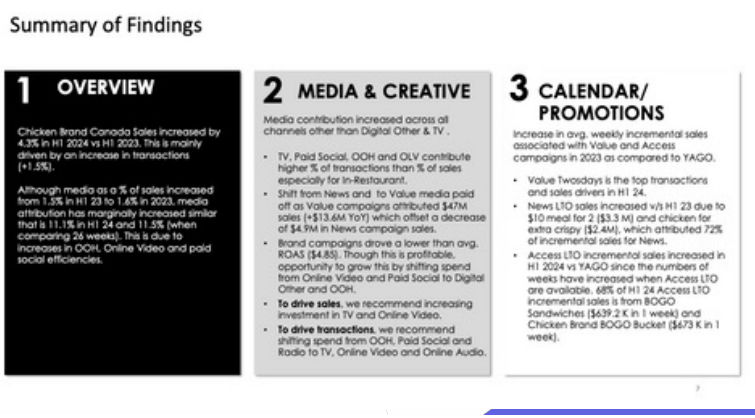
- Sales growth: +4.3% → $428.9M to 447.2 M (driven by +1.5% transactions, +2.7% AOV)
- Media attribution: 11.2% of sales ($51.7M) with 14.7% transaction impact
- All channels exceed $4 breakeven ROAS threshold Key Opportunity

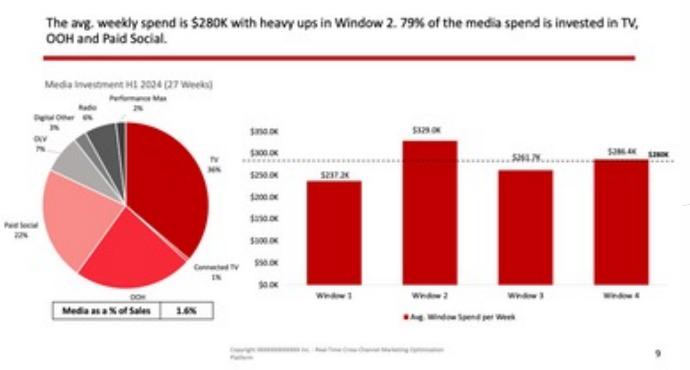
Identified:

- Canada invests only 1.6% vs. global benchmark of 2.7%
- $2.3M additional sales potential with strategic budget reallocation
- ROAS improvement from $7.09 → $7.42 achievable with same investment

Portfolio Impact:

Demonstrated ability to identify significant growth opportunities through advanced MMM analysis and strategic optimization





Media Performance & Attribution Deep Dive

This is a partial view of the complete slide deck.

Sales Attribution - Media drove 11.2% sales in H1 24. This is mainly due to TV, Paid Social and OOH which drove 79% of Media contribution.



H1 2024 (27 Weeks)					
Channel	ROAS	Effectiveness	CPM	Sales	Spend
TV	$ 7.9	$ 4,890.6	$ 616.9	$20.9M	$2.6M
Connected TV	$ 11.0	$ 225.5	$ 20.5	$423.3K	$38.6K
OOH	$ 5.2	$ 19.4	$ 3.8	$8.7M	$1.7M
Paid Social	$ 7.0	$ 18.1	$ 2.6	$11.2M	$1.6M
OLV	$ 9.7	$ 98.2	$ 10.1	$5.3M	$540.6K
Digital Other	$ 6.7	$ 49.5	$ 7.4	$1.2M	$182.5K
Radio	$ 6.0	$ 36.0	$ 6.0	$2.7M	$451.0K
Performance Max	$ 9.2	$ 350.7	$ 38.2	$1.2M	$135.7K
Paid Media	$ 7.1			$51.7M	$7.3M

ROAS - $4 represents the break even point because when we include the standard QSR margin of 25%, the ROI becomes $1.

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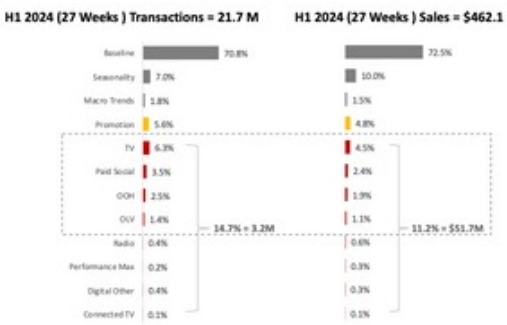
Transaction & Sales Attribution – Media has a larger impact in driving transactions as compared to sales in H1 24. TV, Paid Social, OOH and Online Video drives higher % contribution. Promotions tend to have a greater effect on driving transactions compared to sales.



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Multi-Channel Analysis Reveals Efficiency Patterns

Investment Allocation & Returns:

- Top 3 channels (TV 36%, OOH 23%, Paid Social 22%) drive 79% of attribution
- Connected TV leads efficiency at $11.0 ROAS despite minimal spend (1%)
- TV generates highest absolute impact: $20.9M sales from $2.6M spend

Channel Attribution Insights:

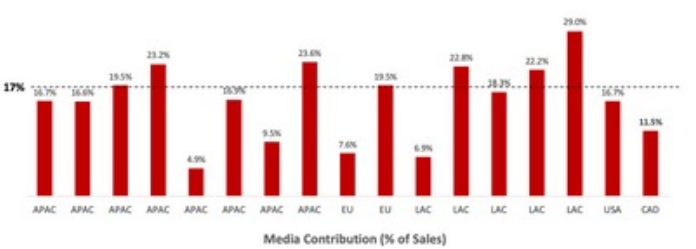
- Media drives higher transaction rates (14.7%) vs. sales impact (11.2%)
- In-Restaurant: $344.5M sales, 11.2% media attributed ($38.8M)
- TV/OOH excel for physical traffic; Paid Social/Online Video drive digital engagement

Advanced Analysis:

Cross-channel attribution modeling reveals media effectiveness varies by customer journey stage and purchase channel

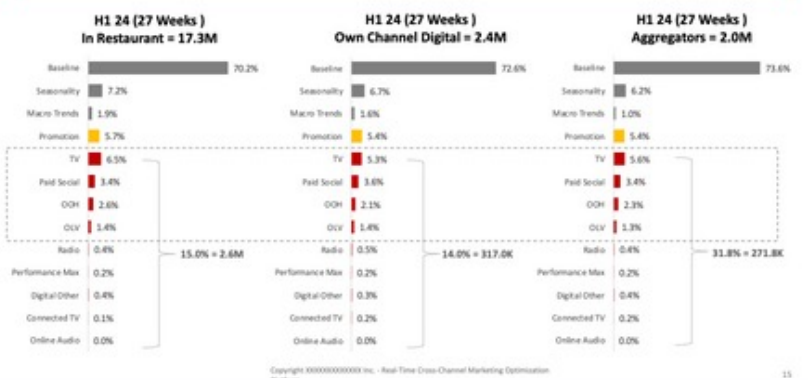
On an average media contributes about 17% to Chicken Brand sales, globally.

Due to lower than avg. investment, we see lower than avg. media contribution for Chicken Brand Canada.

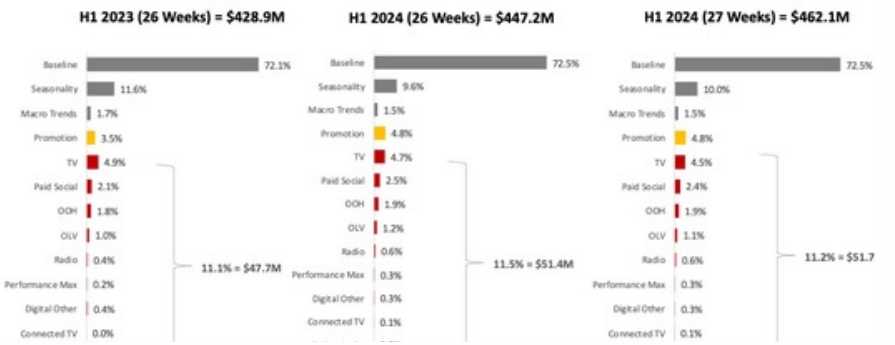


Media Performance & Attribution Deep Dive

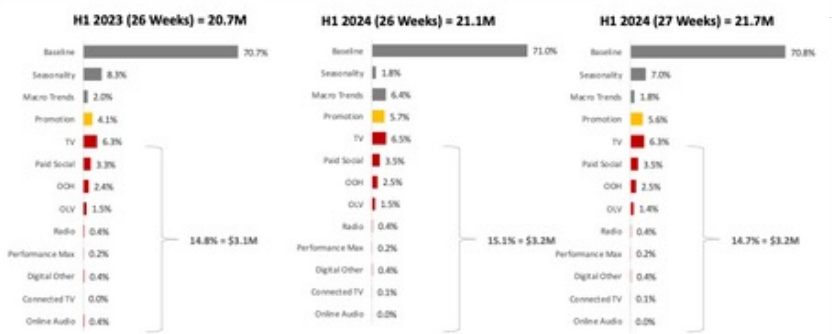
Transaction Attribution by Channel–TV and OOH drive a higher % contribution In Restaurant as compared to Own Channel Digital and Aggregator transactions. Promotions are also generating more transactions for in-restaurant channels compared to others.



Sales Attribution – Media sales attribution increases from 11.1% to 11.5% mainly due to increase in OOH, Online Video & Paid Social. Promotions have also delivered higher attribution numbers in H1 2024 compared to H1 2023.



Transactions Attribution –Media sales attribution rose from 14.8% to 15.1%, primarily driven by increases in TV, Paid Social, and OOH. Sales attributed to promotions and trends have also shown a relatively positive shift.



Media Performance & Attribution Deep Dive

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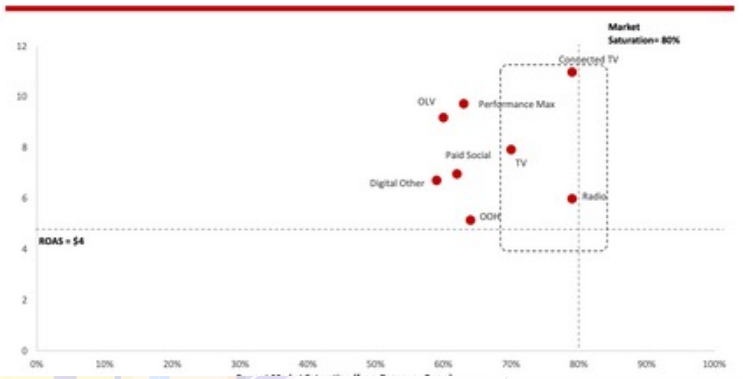
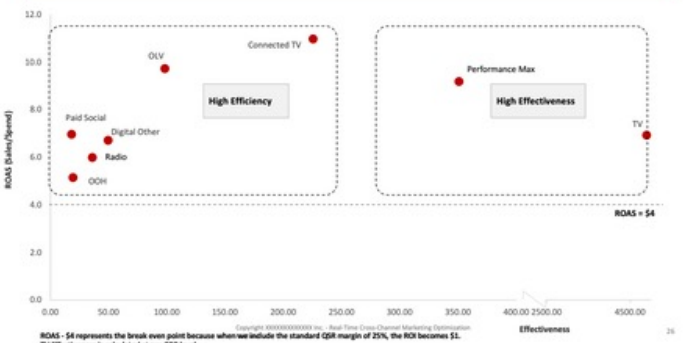
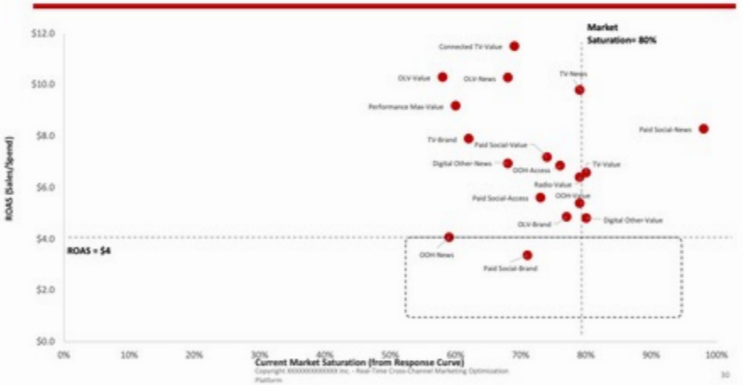
Channel Level: Radio and connected TV are close to 80% market saturation. Increasing investment beyond this point across the current tactics are unlikely to yield high returns.



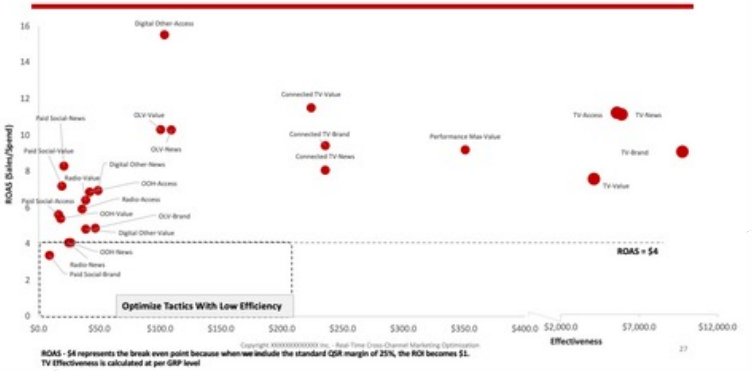
Channel Level: All Media ROAS are above $4 indicating that there is opportunity to increase budget and grow media contribution.



Channel by Promo Layer : OOH - News, Paid Social – Brand have significantly low ROAS, presenting an opportunity to rebalance these tactics.



Channel by Promo Layer: Reduce investment in low efficiency tactics such as Paid Social-Brand, OOH-New and Radio News to rebalance spend with other tactics.



Response Curve Analysis & Saturation Modeling

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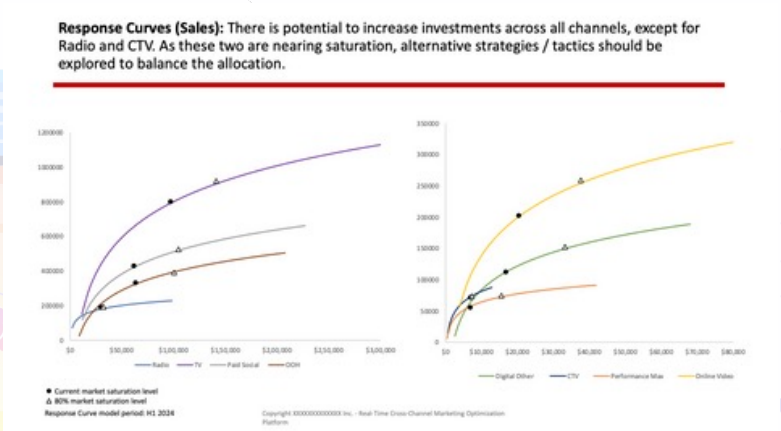


Saturation Analysis Results:

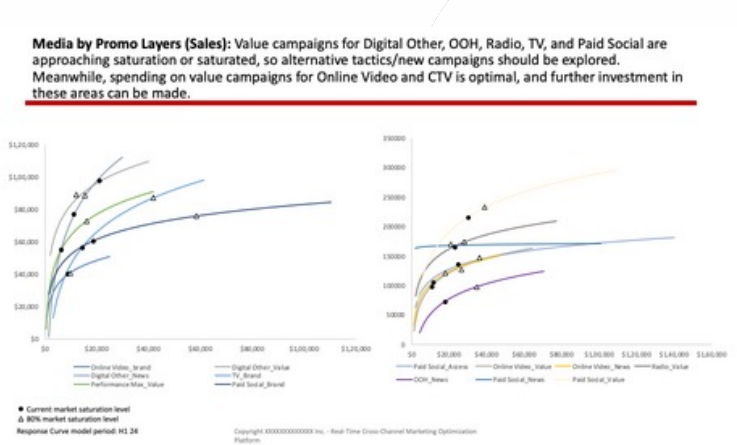
- Radio and Connected TV approaching 80% saturation threshold
- Online Video and Digital Other in optimal growth zones (40-60% saturation)
- TV and Paid Social maintain stable efficiency across current spend levels

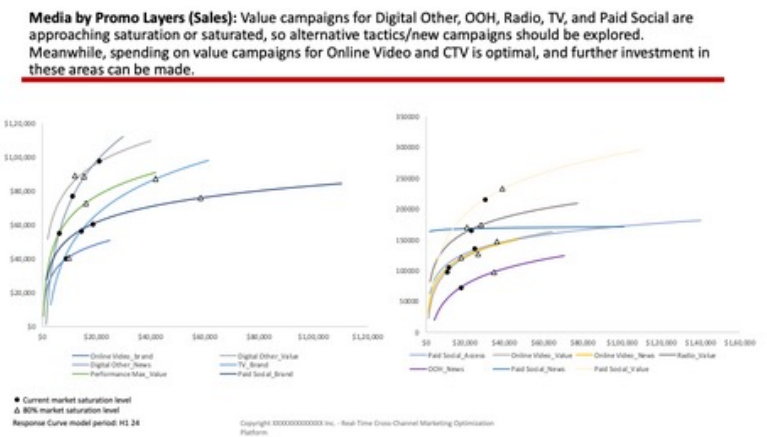
Optimization Modeling:

- Current performance: $51.7M sales, $7.09 ROAS
- Optimized scenario: $54.0M sales (+$2.3M), $7.42 ROAS (+4.7%)
- Reallocation strategy: Shift from TV/OOH to Online Video/Digital Other

Technical Sophistication:

Utilized marginal ROI curves and diminishing returns analysis to identify optimal spend allocation across 8 media channels





Strategic Optimization

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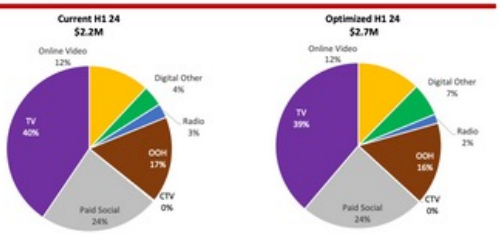
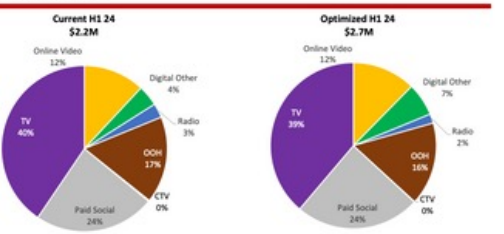
Optimization (Max Sales) - News: Consider reallocating budget from OOH and radio to digital channels. Keep spending on paid social and online video the same to drive higher sales while maintaining a similar investment level..



	Planned H1 24	Optimized H1 24
Sales	17.8M	$ 19.4M
ROAS	$8.25	$7.16

Optimization (Max Sales) - News: Consider reallocating budget from OOH and radio to digital channels. Keep spending on paid social and online video the same to drive higher sales while maintaining a similar investment level..



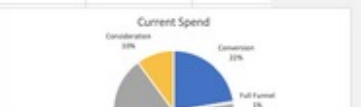
	Planned H1 24	Optimized H1 24
Sales	17.8M	$ 19.4M
ROAS	$8.25	$7.16

olv	Conversion	204.2K	180.4M	1	47	97.3K	47	$ 4,345	38,39,106	$ 2,071	0.5	73,41,558.56	$
ooh	Awareness	3.4M	3.4M	1000	48	411.6K	47	$ 69,882	69,882	$ 8,757	0.5	27,434.96	$
paid search	Consideration	80.2K	198.0K	405	50	34.2K	50	$ 1,604	3,961	$ 684	0.5	13,862.73	$
paid search	Conversion	116.7K	1.1M	107	50	48.3K	50	$ 2,334	21,718	$ 966	0.5	76,053.56	$
paid social	Consideration	315.8K	254.7M	1	45	135.8K	45	$ 7,019	56,60,589	$ 3,018	0.5	1,18,68,730.48	$
paid social	Awareness	512.5K	506.4M	1	45	159.5K	45	$ 11,390	1,12,52,522	$ 3,544	0.5	1,26,75,705.92	$
paid social	Conversion	484.5K	149.8M	3	45	98.0K	45	$ 10,767	33,28,314	$ 2,178	0.5	47,73,181.48	$
pmax	Full Funnel	25.7K	237.4K	108	18	13.0K	18	$ 1,428	13,191	$ 721	0.5	59,360.75	$
push-notification	Conversion	5.8K	1.3M	5	52	3.0K	52	$ 111	24,285	$ 58	0.5	1,21,426.63	$
sms	Conversion	80.8K	7.1M	11	46	47.4K	46	$ 1,756	1,54,859	$ 1,030	0.5	7,74,297.17	$
uac	Consideration	186.3K	55.5M	3	52	72.0K	52	$ 3,582	10,67,574	$ 1,385	0.5	16,47,651.47	$
uac	Conversion	92.6K	48.6M	2	52	43.3K	52	$ 1,780	9,34,964	$ 833	0.5	46,74,820.58	$
whatsapp	Conversion	52.0K	63.9K	814	18	22.1K	18	$ 2,892	3,553	$ 1,225	0.5	12,434.14	$
		5.8M				1286767.96							

Numbers checked

Constraint	
Total Spend Budget	
6.1M	
Current CPT	
4.49	
Optimal CPT	
4.18	

Sub Channel	Current Spend	Planned Spend		
Conversion	1.3M	2.8M	22%	46%
Full Funnel	28.6K	118.0K	0%	2%
Awareness	3.9M	1.9M	67%	31%
Consideration	582.3K	1.2M	10%	20%





Measurable Results Drive Strategic Decision Making

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Quantified Optimization Opportunities:

- Sales Growth: $2.3M additional revenue (4.4% uplift) achievable through reallocation
- Efficiency Gain: ROAS improvement from $7.09 to $7.42 (+33 basis points)
- Transaction Impact: +300K additional transactions through optimized channel mix



Investment Gap Analysis:

- Current: 1.6% of sales ($7.3M annual media investment)
- Target: 2.7% of sales (+$5.1M incremental investment opportunity)
- ROI Projection: 68% investment increase could yield 40-60% attribution growth

Strategic Value Creation:

- Identified underutilized high-ROAS channels (Connected TV, Performance Max)
- Revealed saturation points preventing diminishing returns
- Provided clear roadmap for scaling media investment profitably

Portfolio Demonstration:

Shows ability to translate complex analytics into clear business value and executive-ready recommendations

90-Day Action Plan with Measurable Outcomes

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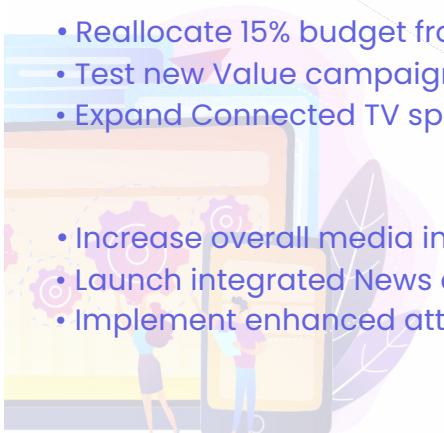

Phase 1 (0-30 Days): Quick Wins

- Reallocate 15% budget from saturated (Radio, CTV) to growth channels (OLV, Digital Other)
- Test new Value campaign creative formats to combat saturation
- Expand Connected TV spend from $38.6K to $75K (2x scale test)

Phase 2 (30-60 Days): Strategic Scaling

- Increase overall media investment to 2.0% of sales (+$1.8M incremental)
- Launch integrated News campaigns across TV, Online Video, Paid Social
- Implement enhanced attribution tracking for aggregator channels

Phase 3 (60-90 Days): Optimization & Measurement

- Target 2.5% media investment approaching global benchmark
- Achieve 15% media attribution (vs. current 11.2%)
- Full omnichannel campaign integration with cross-channel lift measurement

Success Metrics & KPIs:

- Sales attribution: 11.2% → 15% (+33% improvement)
- Overall ROAS: $7.09 → $8.50+ (20% efficiency gain)
- Transaction attribution: 14.7% → 18% (customer acquisition growth)

Portfolio Value:

Demonstrates strategic planning, change management, and results-oriented approach to marketing analytics implementation

Experience

I/Upmarkets has executed sophisticated marketing analytics projects for industry leaders including American Express, Pizza Hut, KFC, and Taco Bell. Our expertise in marketing mix modeling, performance marketing optimization, and sales lead generation has consistently identified revenue opportunities and delivered exceptional business growth for our clients.



THANK YOU

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