

Media Mix Modelling Improves TV ROI by 37%



Xero Accounting | Case Study



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admin@datacove.co.uk
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Challenge



Xero are a global provider of accounting software services, purchased either directly or through a partner accountant and facilitated through marketing efforts both online and offline.

Following regular marketing investment, there was a need to better understand which activities were working best at generating sales.

Approach



We built a media mix model in 2021, using two years worth of historical marketing data and a detailed collection of non-marketing influencers including trends, economic indicators and competitor activity.

The aim of the model was to explain the number of sales each week – split by those coming directly and those from partner accountants.

Results & Insight



The model provided optimal spend weights for the most important marketing channels including TV, Radio, Facebook and YouTube.

Over time, and through quarterly model updates, we have seen TV ROI increase by 37%, without adversely impacting volumes. We can also better understand and plan how to offset competitor spend changes.

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Author: Abbie Brookes
Data Science Consultant

Abbie has a background in consumer psychology. She has worked across multiple industries – e-commerce, professional services, charities, and leisure brands. In 2025, she co-authored a MMM that won a Bronze Effectiveness IPA Award for Xero Accounting.

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