

CASE STUDY

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# MillerCoors increases marketing effectiveness with custom solution developed by Numerator

Learn how MillerCoors partnered with Numerator to receive a customized solution that aligned sales data with promotional activities captured via Numerator Promotions Intel.




## MillerCoors increases marketing effectiveness with custom solution developed by Numerator leveraging Promotions Intel



### BACKGROUND

MillerCoors represents a business unit of Molson Coors Brewing Company for the United States. MillerCoors brews, markets and sells the MillerCoors portfolio of brands in the U.S. and Puerto Rico. MillerCoors is headquartered in Chicago, IL. The company is the second-largest brewer in the US.

### CONTACT US

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### CHALLENGE

MillerCoors' analytics team began using Numerator Promotions Intel in combination with POS data to analyze ad boxes to determine which promotions were working, and which were not. These insights proved very valuable, but the manual process of combining the Promotions intel and POS data sets was very time-consuming. MillerCoors valued the intel they were receiving, but sought a solution that could offer:

- **Automation:** MillerCoors analysts were spending too much time manually pulling data.
- **Customization:** The rollout strategy for the data automation solution - and the solution itself - needed to be customized to align with the standards of the MillerCoors brand as a whole.
- **User Engagement:** Once the solution was developed, MillerCoors needed a vendor who could assist with training and adoption.
- **Thought leadership:** Finally, MillerCoors needed a vendor who could come to the table with a solution for today's challenges, in addition to a roadmap outlining future strategy recommendations.

“ We wanted to find a vendor who could not only **develop a cutting-edge data automation solution, but also train our teams on how to use it.** Because, ultimately, you can develop new solutions and capabilities all day long. But if you can't train your teams to use them effectively with your customers, you're wasting a great deal of time and money.”

- Jim Webb, director of customer solutions operations

## NUMERATOR PROMOTIONS INTEL LEVERAGED

MillerCoors evaluated potential partners and chose Numerator due to the ability to provide a customized solution that aligned sales data with promotional activities captured via Numerator Promotions Intel. This allowed analysts more time to discover insights through data by removing the manual process of matching sales data to individual promotions.

“ Numerator was light years ahead of other vendors when it came to analytical capabilities, strategic thinking and using powerful insights to consistently drive a program forward.”

- Sheldon Kail, Director of Customer Solutions

After the creation of the custom solution, Numerator worked with MillerCoors to create a training curriculum. The goal of the curriculum was to onboard MillerCoors analysts with the solution and provide them with best practices and use cases.



What used to take upwards of eight hours can **now be completed in 30 minutes.**

## RESULTS

After only a few days of testing, MillerCoors' teams begin integrating the solution into their daily routines. After only one week, staff members had abandoned their prior ways of working and fully transitioned over to the new solutions.

- **Actionable insights:** The analysts gained much needed time back in their days. What used to take upwards of eight hours can now be completed in 30 minutes. Because of this, MillerCoors analysts can now focus their attention on using the data gleaned to create a more robust story into what's driving business.
- **Recognition from MillerCoors:** MillerCoors was so impressed with Numerator's work they presented them with the Vendor of the Year Award for Sales and Marketing in 2016. This award considers vendors from all areas of sales and marketing.

“ Numerator has such a solid grasp on what our challenges and opportunities are. When we present a new challenge to Numerator, they know how to implement a strategy with 'the MillerCoors Advantage.’”

- Jim Webb, director of customer solutions operations

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