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Marketing mix modeling is statistical analysis such as multivariate regressions on sales and marketing time series data to estimate the impact of various marketing tactics on sales and then forecast the impact of future sets of tactics. It is often used to optimize

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advertising mix and promotional tactics with respect to sales revenue or profit. The techniques were developed by econometricians and were first applied to consumer packaged goods, since manufacturers of those goods had access to good

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strategy had an adverse impact on a plaintiff's business performance.

(PDF) Market response models and marketing practice

By reviewing the literature we developed principles to guide market analysts in their use of econometric models to forecast market share. We rely on the

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general principles for econometric forecasting developed by Allen and Fildes (2001) to arrive at specific principles.

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Market Response Models is a sequel to Marketing Models and Econometric

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Research, published in 1976. It is rare for a research-oriented book in marketing to be updated or to have a sequel. Unlike many other methodologies, ETS research in marketing has stood the test of time.

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Econometric and Time-Series Market Response Models 415 & Wisniewski [1989] to explore asymmetric patterns

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of price competition, and by Bolton [1989] to estimate retail-level price elasticities and cross-elasticities for waffies, bteach, tissue and ketchup. Sometimes a response function might be S-shaped.

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