MARKETING EXPERIMENTS 2

DESCRIPTION:

This module builds on Marketing Experiments I and provides guidance for how one might extrapolate the results from the various experiments to the total market for the product/service. We will consider three contexts: geography, channels, and seasonality. This module presumes knowledge already covered in Basic Margins, Cannibalization, and Marketing Experiments I.

Tutorial: 24 slides
Problem Sets: 4 problem sets; 34 questions
Average Time: 300 minutes

Sample question from problem set:

Course: Faculty Access (All Modules in Alphabetical Order)
Module: Marketing Experiments 2 / Problem Set ID: 1065

Problem Sets 0 — 4 Total Questions 0 — 34

Allstar Pharmaceuticals is considering changing the ad campaign for its top selling antiacid, Burpease. Test market results indicate an expected net lift of **29%** over the current ad campaign. The test market represents **2.1%** of Burpease's normal sales and the antiacid generates a margin of **$2.71** per unit for Allstar. Allstar expected sales of **14** million units in the coming year with the current ad campaign. The additional cost of the new ad campaign would be **$2.8** million.

How many units would be expected to be sold in the test market under the old campaign (control)?

TUTORIAL

0 units

PS1 | 1 | 2 | 3 | 4 | 5 | 6 | 7

SUBMIT ANSWER   EXIT