



MCA Awards 2018 Finalist

Commercial Excellence

Deloitte with N Brown Group

As one of the UK's leading online retailers, N Brown Group identified an opportunity to further optimise its use of marketing promotions. The company knew that an analytical solution was needed and sought an experienced consultancy partner who could deliver commercial benefits by making opportunity come alive for the business and improve the use of marketing promotions to grow the business. Deloitte identified an opportunity to improve the process, introducing data-driven predictive methods to improve discount targeting and yield further benefits from promotions.

Deloitte's initial success on marketing promotions has led to a strategic partnership with N Brown, with collaboration across the business to deliver value using advanced analytics.