Mattel is the world’s largest toy company based on revenue. The company produces brands such as Barbie dolls, Hot Wheels, Fisher-Price, Masters of the Universe, American Girl dolls, and games such as Pictionary, UNO, and Apples to Apples. Since 2006, Mattel has turned to eMarketer Total Access for information about ecommerce, media buying and planning, social media, sales and global insights. Andres Amezquita is VP of Ecommerce at Mattel, and a thought-leader for the toy company. His primary role is to drive ecommerce sales, though he is also involved in the development of new digital strategies.

“eMarketer helped me really craft my ecommerce strategy.”
—Andres Amezquita, Vice President of Ecommerce, Mattel, Inc.

Drive Strategy and Deliver Compelling Business Cases

Amezquita primarily uses eMarketer to develop new ecommerce programs with various Mattel brands. “eMarketer helped me really craft my ecommerce strategy,” Amezquita says. “When I have to craft a strategy, I go to eMarketer Total Access.” Part of Amezquita’s role also involves presenting strategies to other groups in the company. That’s when he finds eMarketer’s variety of downloadable chart formats especially useful. “I love your charts,” he says. “It’s easy to create a wonderful presentation.”

Educate Teams on Global Trends

One of Amezquita’s biggest challenges is to better understand the global markets that offer opportunities for Mattel brands. “We’re trying to find the size of markets, understand what our relationship should be with retailers, and lay out the roadmap for global business,” he says. “eMarketer provides fast learning, and a lot of information that is helpful,” Amezquita says.

Other groups at Mattel, such as the worldwide insights team, content group and procurement, also use eMarketer to “see what’s happening in the market,” Amezquita says. “They have to understand trends in digital, and eMarketer helps them do that.”

Understand Online Consumer Behavior

Amezquita also relies on eMarketer to find information that supports marketing campaigns to African-Americans and Hispanics. “For the US, eMarketer has done a good job of showing ethnic groups and how they behave online,” he says. For topics with little available research on demographics, Amezquita will also turn to eMarketer’s interviews with industry leaders to help better understand the behavior of Mattel’s target customers.

Usability

Amezquita is a power-user of eMarketer, viewing and downloading at least one report or similar content nearly every day. “I love the user-friendly interface—you’ve been evolving it over the last few years,” he says. “You present information well. It’s clean and simple. Other research sources don’t present information well.”

Conclusion

Mattel uses eMarketer Total Access to help develop global ecommerce and digital marketing strategies, as well as to better understand their customers’ behavior online. Amezquita especially likes the breadth of information and objective viewpoint eMarketer provides. “eMarketer starts by gathering data and intelligence, and provides very good perspective and analysis,” he says. “I like that eMarketer gets information from many sources,” he adds. “It helps us to make strategic decisions. You don’t just do surveys and send it back to us. You look at all the information and analyze it.”