

Measurement and Optimization

Increase marketing's value to the business



The pressure on marketers to deliver greater results is rising. They urgently need to measure their activities' impact, but without timely and accurate data, they can't.

Most marketers use disconnected systems and spreadsheets to consolidate and measure performance. Attempting to gather so much data, normalize it, and ensure it remains up to date is an impossible task that ultimately leads to inconsistent, outdated, and untrustworthy data.

“In our experience, companies that adopt this marketing analytics approach can unlock 10–20 percent of their marketing budget to either reinvest in marketing or return to the bottom line.”

- MCKINSEY



Challenges

Only see half the picture. Marketers fail to create a holistic view of their activities' performance when they don't incorporate investment data into their measurement.

Different metrics. With every team measuring results their own way, the marketing department ends up with different units of measurements and data structures that don't align with each other.

Tunnel vision. Marketers tend to focus their efforts on what they can measure and neglect things they can't, overlooking potentially strong initiatives and hindering impact.

ROI isn't everything. ROI is a valuable measurement but marketers that focus too much on ROI metrics risk under investing in initiatives that will drive business results but produce lower and not immediate ROI at first.

Rearview only. Marketers cannot make confident, quick, informed decisions with outdated information. Each data point is produced during a unique moment in time, and market conditions are always changing.

Lack of trust. When data is stored in disconnected systems and spreadsheets, accuracy is questionable and raises doubt among other stakeholders.

“Delivering on operational effectiveness and data-driven insights is critical to today's CMO. Allocadia is a core pillar in our strategy to gain insights on how marketing impacts the business.”

- ASIM ZAHEER, CMO AT HITACHI VANTARA

The Solution

Allocadia empowers marketers to make better decisions, optimize their impact on the business, and to show that they're doing so to other departments and to executives.

- Provide a consistent way to measure marketing performance and increase their impact.
- Break down ROI measurements by audience segment, campaign, business unit, region, or product line.
- Measure the "return on intent" for strategic objectives such as increasing market share and brand awareness.
- Use dashboards and reports to create multiple views of spend, plan and performance data that give every stakeholder the information they need.

- Push Allocadia data to an external data warehouse or BI tool with connected data sets using the Allocadia ID.
- Layer attribution models within Allocadia or from external systems and get a more advanced view of performance metrics.

"Allocadia enables the ultimate insights in the form of return on marketing investment and budget effectiveness. After all, our ultimate goal is optimized performance and to get there, we need various and granular views of ROI."

- ALLISON SMITH-TERREY, VP MARKETING TECHNOLOGY & OPERATIONS AT PITNEY BOWES

Key Benefits

Build Trust. Increase visibility into spend, performance, and overall impact on the business for every stakeholder and boost Marketing's credibility.

Make better decisions. Eliminate guesswork and base decisions on accurate data and insights.

Increase marketing's impact. Know how much money is available, what works, and what doesn't. Decide how to shift effort to optimize results and predict the expected impact.

Improve agility. Enable marketers to make quick and confident decisions with easy-to-consume, real-time data.

Supercharge measurements beyond ROI. Improve marketing's output by shining a light on the investments that deliver value to the business and cut programs that don't.

Show Marketing's Value. Measure ROI for each activity and campaign and show how each impacts the business.

Decide where to spend the next dollar. See which activities produce the greatest impact.

"We've done more than doubled our pipeline-to-spend ratio. Additionally, we've had record-setting quarters in terms of total pipeline contribution, despite budgets not going up. So, we can truly say that we've done more with less because we were able to identify and address inefficiencies."

- TIM WEST, SENIOR MANAGER, MARKETING OPERATIONS AT BOX