

MARKETING EFFECTIVENESS AUDIT

■ Key Benefits

- **Maximise Return on Marketing Investment:** By focusing on commercially successful activities and aligning the appropriate resources to them.
- **Drive Cost Reduction:** By reallocating marketing investment away from ineffective activity.
- **Understand and Benchmark:** How effective your marketing processes and systems are.
- **Plot a Course for Further Improvement:** We will create a prioritised roadmap of activities to improve the efficiency and effectiveness of your marketing function.

Understanding the efficiency and effectiveness of your marketing department is a crucial part of managing your costs, optimising interaction with your customers and improving profitability. You need to ensure that your marketing resources are allocated to the most appropriate campaigns, propositions, channels and customers to maximise your marketing return on investment.

A Marketing Effectiveness Audit will not only audit current abilities across your marketing function; but also provide a roadmap for further improvements.

Service description

The Marketing Effectiveness Audit will help you improve the effectiveness of your end-to-end promotional marketing processes and capabilities. This will include both customer marketing and acquisition activity, across channels (e.g. above the line, direct and online). We will assess and make recommendations concerning the high level process outlined below, looking at your decision support capabilities, including KPIs, analytics, forecasting and reporting.

Specifically, our consultants will investigate:

- **Marketing analytics and data mining.** Including sampling, exploration, data preparation, binning, model analysis and monitoring. Optionally, we may review the design and performance of specific models.
- **Standard and ad-hoc reporting.** How your reports are generated and how they support decision-making

- **Budget allocation.** Across programmes, channels and campaigns.
- **Contact planning and campaign prioritisation.**
- **The campaign briefing process.** Especially the data brief, and test and learn processes.
- **Campaign segmentation and targeting.**
- **Closure reporting.** Including the post campaign learning and feedback loop.
- **Online media.** Including buying processes and analysis.

Additionally, we will assess your skill levels and management of data and information.

Finally, we will review processes and issues specific to your industry sector. For example:

- **Retail banking.** The processes to align marketing, risk and pricing will be examined.
- **Insurance.** The effectiveness of the processes to generate leads and business from aggregators will be explored.
- **Telecommunications.** The process and capabilities to use customer handsets as a marketing interaction device will be studied.
- **Retail.** The processes and capabilities to analyse and improve the effectiveness of catalogues and online e-commerce sites will be investigated.



Service activities

The audit is grouped into three phases:

- **Business Discovery.** Our consultants will conduct a series of interviews and questionnaires to discuss the current promotional marketing processes, capabilities and use of decision support.
- **Recommendations Report.** We will analyse our findings and prepare a written report.
- **Recommendations Workshop.** We will facilitate a workshop to discuss our findings and prioritise the roadmap recommendations with your management team and key stakeholders.

Service deliverables

Once the audit is completed, SAS consultants will provide you with:

- **A Findings and Recommendations Report.** Containing advice about how to improve the effectiveness of your promotional marketing capabilities, encompassing approach, capabilities, business processes and technology usage.
- **A Road Mapping Workshop.** Allowing you to discuss our findings and prioritise the recommendations, according to which will add the most value to your organisation.

- **Optional Return on Investment (ROI) Study.** If required, we can facilitate the definition of a full ROI study to quantify NPV, IRR and Payback period for specific recommendations.

The audit and roadmap service is focused on improving the effectiveness of your promotional marketing capabilities. However the service will also examine KPIs, reporting and analysis / data mining and how these relate to other marketing capabilities (e.g. product development, market research, brand advertising, public relations, etc).

Estimated duration

Duration may vary in line with your particular requirements, the number of departments using SAS, the location of client sites, the sophistication of your analytic and IT environments. For more information please refer to our supplementary SAS® Customer Intelligence catalogue.

Estimated price

Price depends upon various factors: level of effort, required skills or expertise, market demands and business strategy. Contact your SAS Account Manager to determine the estimated price and duration of this service, and for more information about related services. All travel and expenses are additional. For more information please refer to our supplementary SAS Customer Intelligence catalogue.

■ The SAS Advantage

We understand and can apply SAS technology better than anyone else. Our development expertise spans three decades, and our experience with customers around the world is unrivalled. You can rest assured that with every engagement, our methodologies and best practices will deliver tangible results for your organisation.

Now, with the Marketing Effectiveness Audit you can benefit from expert recommendations to improve the efficiency and effectiveness of your marketing function.



THE
POWER
TO KNOW.

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