How can we maximize the efficiency and effectiveness of our marketing organization?

YOUR GOAL: Drive revenue growth through better marketing performance

Tough economic conditions have made achieving demonstrable results paramount throughout organizations, and the marketing department is no exception. And while measurement and attribution have become key requirements for today’s marketers, such increased scrutiny will put more pressure on tomorrow’s marketers to go beyond measuring operational, channel-specific metrics (e.g., gross rating points, click-through rates, etc.) and start measuring value metrics, such as revenue, profitability and customer lifetime value (CLV).

Indeed, marketing accountability has become critical for measuring and managing success. And the key to marketing accountability lies in the ability to measure what matters and to share that data and insight across the organization — not just throughout marketing, but also with other departments (e.g., finance and other lines of business) and with higher-level company executives. Marketing performance management capabilities, through the use of portals and dashboards that display key performance indicators, enable that kind of visibility and insight into the marketing organization. The ability to engage in more analytically driven decision making for a variety of marketing problems — such as campaign mix, most appropriate offer, media mix, product portfolio, resource and budget allocations, channel mix and overall marketing mix — is also becoming extremely critical to managing a marketing organization.

OUR APPROACH

Marketers need to respond more quickly to market shifts and consumer demand, as well as improve the way they collaborate both within and outside of marketing with corporate and agency stakeholders. SAS approaches the problem by delivering software and services to help you:

- **Gain a clear view of ROI from marketing initiatives** so you can understand how marketing activities affect one another and how marketing affects financial and corporate goals by gathering all historic marketing performance activity in one location.

- **Quickly respond to complex shifts in demand**, and organize business goals around brand awareness, Web and store traffic, sales and profit by:
  - Using top-down, analytically driven marketing scorecards and strategy maps to determine the right metrics to track and identify your most profitable customers.
  - Standardizing on measurement and analysis methods across all of marketing.

- **Assess how changes to your marketing budget or plans affect future business results** with planning tools that let team members across the entire marketing department determine the optimal allocation of resources for both direct channel communications and indirect media advertising and promotions.

SAS® solutions provide both a top-down and bottom-up viewpoint that enables marketing executives to see the status of the overall marketing strategy, associated key performance indicators (KPIs) and causal factors, as well as drill down into details that affect those KPIs, such as campaign-specific performance.
The SAS solution isn’t just another business intelligence reporting tool. Only SAS ties multiple decision points across various business units into a single, integrated platform for enterprise marketing management – one that that supports all facets of marketing, including performance management, data quality and data integration, campaign management, trigger-driven marketing, e-mail marketing, campaign optimization, forecasting, marketing mix analysis, business intelligence and predictive modeling. SAS is the only solution that can provide:

- **Timely visualization of and collaboration on metrics** based on individual roles, with transparency to foster accountability and drill-down ability for deeper exploration.
- **Analytically driven insights** that give you both a historical view and a forward look at trends – not just a snapshot in time – using advanced, predictive analytics, correlation analysis, trending and more.
- **Standard marketing KPIs** that comprise marketing best practices, including marketing program, customer, business/financial and marketing process metrics.

With SAS, you’re empowered to arrive at intelligent conclusions and measure how your decisions drive performance improvements across the entire organization.

**CASE STUDY: A large insurance company**

**Situation**

The firm wanted to quantify the effectiveness of all its marketing activities, including direct-response TV, direct marketing, Web marketing and retail channel communications.

**Solution**

SAS provided the company with a marketing framework that supports low-risk decisions among all integrated marketing disciplines. The solution:

- Integrates data from multiple sources and analyzes it in a collaborative environment to ensure accurate short- and long-term forecasts across marketing, finance and operational business units.
- Allows the executive team to share assumptions about marketing analysis across all types of marketing.

**Results**

- Budgeting and forecasting techniques are greatly improved.
- The solution promotes a collaborative decision-making environment at various levels throughout the organization.