

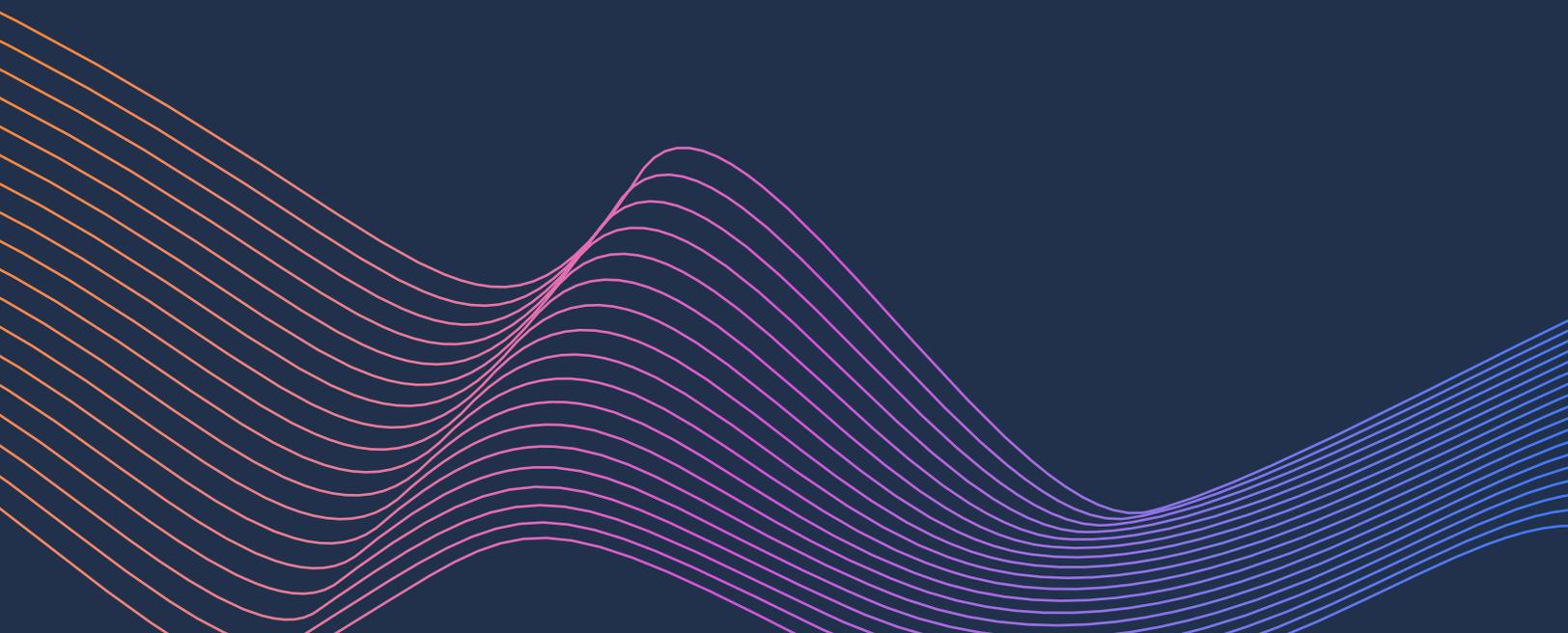
CASE STUDY

Meet Marketing and Sales Goals with a Data-optimized Marketing Spend

Tracing Results Back to its Origin in the Customer Journey

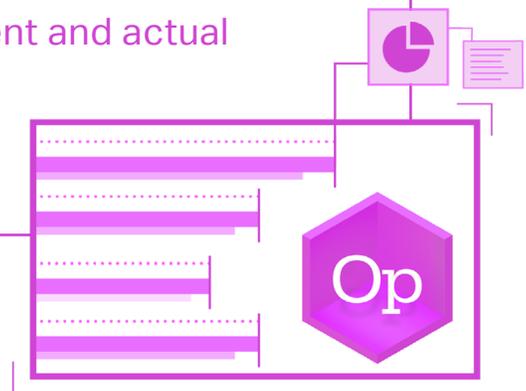


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“Half the money I spend on advertising is wasted; the trouble is I don’t know which half.” Attributed to John Wanamaker (1838-1922), this quote demonstrates that even as far back as the 19th century, businesses were investing in marketing and wondering if they were doing it well. In today’s world of digital marketing, there is more data available about the impact of campaigns than ever before but making sense of it remains a challenge.

Understanding pure marketing ROI and where to put your dollar is difficult. Supporting data for ROI insight is often locked in several sources such as platforms for finance, marketing operations, content/ asset management, CRM, analytics and more. Gaining visibility across all platforms to understand customer moments of truth and correlations between dollars spent and actual sale is highly complex.



Company Profile

The company is one of the largest technology solutions and consulting firms in the world. They employ over 300,000 people across the globe.

Challenge

The company was managing thousands of digital marketing and sales campaigns to support its yearly objectives for each region globally but tracking worldwide, digital footprints was easier said than done. There was no easy way to determine which campaigns were generating positive ROI, which and were failing. The company needed a more accurate and comprehensive way to pinpoint sales via digital marketing campaigns to better evaluate, optimize and manage market spend.

The team was looking to answer two main questions:

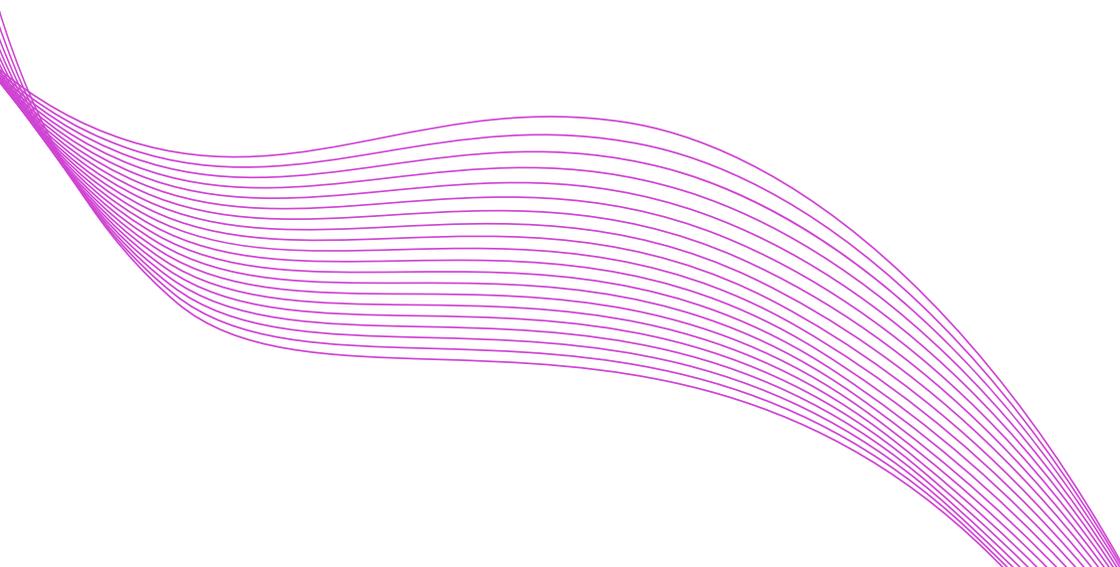
1. How does marketing and design impact behavior of our worldwide audience?
2. Which approach leads to greater prospect engagement and ultimately sales?

The Solution

High-level sophisticated analytics capabilities were needed to track each dollar spent in support of the Digital Business Group's goals, as well as that of the various Business Analysts, IT Managers, Marketing and Sales departments that were affected.

There were three main components to the solution:

- 01 | **Foundational Assessments:**
A gap analysis and data source identification;
- 02 | **Consolidation and Storage:**
Consolidation of data into an optimized data mart;
- 03 | **Business Insight: Presentation of data insight through intuitive, results-oriented visualizations.**



Foundational Assessments: Gap Analysis and Required Data Sources

The Indellient team worked with the client to understand the business landscape, internal business rules and the gaps that were a barrier to measuring marketing ROI. The team identified which data points were needed to successfully deliver on the customer journey goals for the digital marketing campaigns.

Consolidation and Storage: Consolidating Data into an Optimized Data Mart

To properly consolidate data points from internal and external sources, Indellient created a standardized method to organize all data, regardless of type, which adhered to organization standards and enforced data uniformity and governance. Fifteen different data streams were integrated and cleansed, constituting millions of rows of data.

Working with this high volume of data required robust datastores to fully support a variety of presentation and reporting requirements quickly and efficiently – from high-level reporting through to more in-depth analysis. These datastores created one source of truth and allowed for quick and in-depth queries as well as stable performance.

Business Insight: Production of Intuitive, Results Oriented Data Visualizations

In order to analyze all of that data and present value-added insight, sophisticated dashboards were developed and tested. The dashboards have multiple views and visualizations to visually reveal campaign results in one place, significantly reducing the time required to obtain answers per campaign. Rapid prototypes of the dashboard were provided as data sources came online to quickly and easily show the impact of the applied analytic models. By completing prototypes in short sprints, our client could see results early in the process, receiving constant updates to ensure project aligns with expectations.

Results

Within 7 months from project launch, the client had a unified view of the digital customer journey across all products, brands and sales channels, in addition to a clearer indication of marketing spend attribution. It is the sole solution used organization wide to measure all marketing ROI.

Worldwide Attribution

Approximately 30 million weekly transactions were directly linked to digital campaigns.

Marketing ROI

Fully understand the value of every marketing dollar, which campaigns are most successful, which should be changed or abandoned, all with a clear indication of return on investment.

Top Performers

Easily determine which product families and offerings contribute the highest revenue through digital channels.

Customer Behavior Insight

Understand how customer behavior leads to a purchase, including the movement from "Awareness" to "Trial" to "Full Product Use".

Process Flaw Detection

Quick flaw detection in the customer journey allows for rapid fixes & continuous improvement

Personalization

Insight allows the client to dynamically change and personalize the user experience based on the information received on each customer, helping to maximize the sale opportunity.

Saved Time and Costs

Reports provide quick access to answers due to the fast and stable performance the solution has which supports anything from high-level reporting to more in-depth analysis.

Automation and centralization has eliminated the cost of manual and time-consuming data updates, incorrect assumptions and quality control issues.

Award Winning Solution

The solution received a 2017 Genius Award for "Excellence in Marketing Analytics".

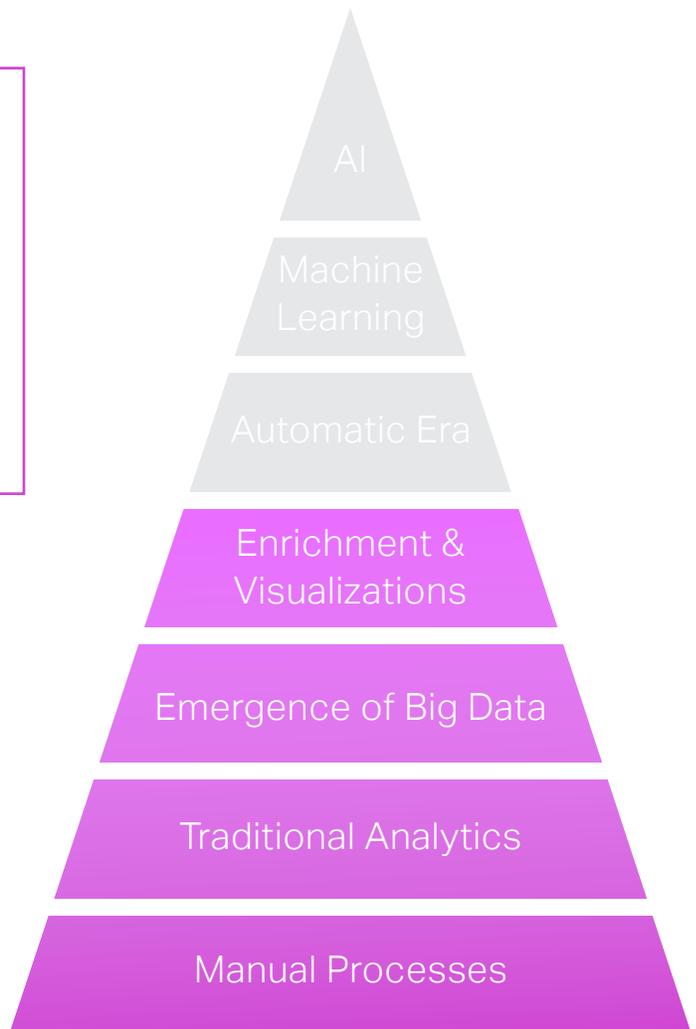


In the end, the company was better positioned to make confident decisions quickly to deliver better business outcomes. They can easily evaluate their marketing performance relative to generating sales or distributing information. As they move forward, they have the confidence knowing that their analytics solution is designed to evolve as their business does.

Moving Up the Data & Analytics Maturity Pyramid

This solution helped increase the maturity level of the client's data and analytics programs. By moving up the maturity pyramid, as shown on the left, the client can complete more sophisticated programs. Indellient's data and analytics solutions are designed to help clients navigate the maturity model, regardless of if they are at the base of the pyramid or higher up where they are ready for deep data and analytics expertise. This pyramid can be applied to measure the maturity level of either one department, several departments or the entire organization.

For this client, we moved the department from Manual Processes (Level 0) to Enrichments & Visualizations (Level 3) of the maturity model.



Indellient Services Utilized

Foundational Assessments | Data Consolidation and Storage | Data Cleaning and Ingestion | Analytics and Visualizations | Machine Learning, Data Science and AI

About Indellient

Indellient, a Top Canadian ICT and Profit500 company, empowers businesses to meet and exceed their critical business and technology objectives. As part of our data and analytics services, we help you derive actionable insights from multiple, large data sets with advanced data and analysis methodologies, innovative storytelling visualization techniques, and technology partners who maximize value.

Whether it's determining strategic actions, improving business performance, enhancing customer experience, measuring marketing effectiveness or simply finding better ways to reach your goals, we have the tools and expertise to get you there.

About the IBM CAO Team

IBM's Chief Analytics Office (CAO) is a division of IBM Corporate Headquarters. It is an elite analytics center of competency that is asked by IBM's executive team to tackle the company's most complex strategic issues. It leads internal consulting initiatives that combine business knowledge and big data analytics to direct the future of IBM's strategic transformation.

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