

HOW TO BETTER MEASURE AND IMPROVE MARKETING ROI

It's the holy grail of every marketer – how to better understand the relationship between marketing and sales, and therefore, how to improve ROI. And we hate to be the ones to say it – but you will never get “THE” answer. The “trick” to better leverage data, science and art to get some better IDEAS.

To get there, you need to go back to the marketing funnel



The key to understanding marketing effectiveness is to measure the links between each of these areas. But to do that, you need good data and good logic

Data Matters - measuring marketing well is an evolutionary process, where the first step is, often, capturing the right information properly.

A Science – AND an Art. Even with solid data, modelling is a practice that requires much skill and experience. Don't believe anyone who tells you marketing mix modelling (or MMM) is purely a science, it requires measures of art and flair and creative spark, too. The same brush can produce a Rembrandt or a Picasso, depending on the hand that's holding it.

New Methods. In the absence of data, however, what can you do?

There are alternative ways to measure marketing effectiveness, some more effective than others.

Don't reel back at the intellectual uncertainty, embrace it, and then use your own

common sense, to make greater sense, of it all. Through our partnership with MarketingNPV (www.marketingnpv.com) we're helping marketers address some of these issues

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