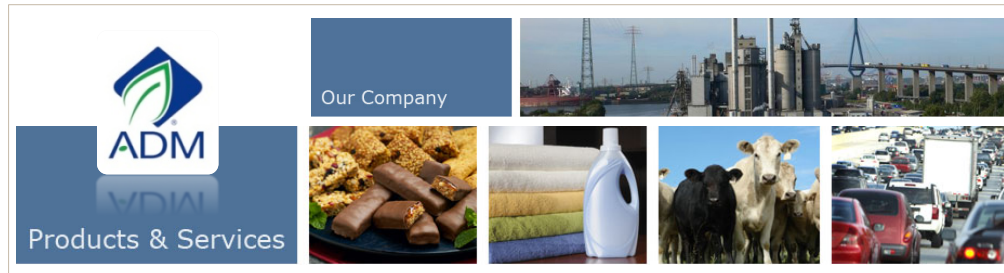


Case Study:

Institutionalizing Marketing Spend Effectiveness



RESULT

ADM now has a rich set of MSE measurement and ROI Planning capabilities that give their executive team:

- Recognition of incremental marketing impact
- Heavier targeting of high margin segments
- Tighter sales integration
- Improved MSE performance tracking

BACKGROUND

ADM is one of the largest agricultural companies in the world. They plan to launch a B2B campaign to reposition the brand as one of the leading alternative bio fuel developers. Plan is to launch an integrated campaign including print, internet marketing, seminars and webinars at a cost of approx \$1.5 million. They need to measure changes in customer attitudes and behaviors, but also financial contribution and ROI. They lack internal MSE capabilities.

CHALLENGES

Financial outcome of new ADM positioning campaign is completely driven by incremental cross-sell activity
Ability to analyze cross-sell activity is limited: data is spread across divisions; consolidated sales database does not link all customer activity
Sales tracking is not yet automated: difficult to link sales funnel progression to sales outcomes

APPROACH

Conducted customer survey – quarterly tracking study
Conducted sales team survey - filling gaps between sales and pipeline tracking data
Performed trend analysis of sales data - pre-post analysis using statistical techniques
Created internal sales performance tracking model leveraging marketing lead generation database

