

# Marketing ePortfolio

## Your Guide to Evaluating Our Services

Analyze the situation...

### Marketing Analytics

We apply customized tools for measuring marketing ROI (return on investment) and gaining insights into profitability. By improving marketing effectiveness and efficiency we help our clients save money and make money.

### Desktop Database Marketing

Database marketing doesn't need to be expensive or sophisticated. Small and medium-sized businesses can harness the power of a relational database to target their market with surgical precision.

Database marketing program management techniques seamlessly-integrate legacy data and provide drill-down access to relational data for more realistic planning, improved monitoring and reporting efficiency, and enable data collection for marketing ROI calculations.

Desktop database marketing has yielded these benefits for our clients:

- Collateral distribution management: annual savings of 136-man days, more accurate and timely distribution leading to greater customer satisfaction, results-tracking enabled benchmarking for improving future ROI
- 40% Reduction in collateral material waste: \$70,000 annual savings
- De-duplication of multiple mailing lists: \$6,000 annual savings

Find the right solutions...



Fix the problem...



### Data Mining

Getting access to good-quality detailed data provides an opportunity to diagnose and correct problems. We have experience helping clients access and use data for greater marketing intelligence.

604.637.2424

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Improve Sales & Marketing Alignment...

**WORK SAMPLE**

### Tracking & Monitoring

These examples illustrate results of a monitoring and reporting program for an industrial B2B supplier.

The client had been running a promotional program for many years and wasn't sure how effectively it stimulated sales.

Our work involved merging customer and transaction-level data then performing our analysis to determine what impact the promotional program had on sales.

We developed detailed reports that allowed individual Sales Reps to measure results for each customer.

Western Region, BC Division										REPORT: PROMO TRACKING - West	
# 101 - Sales Rep Name										TYPE: Promo Sales, Final, Detail	
ACCT# COMPANY - CITY										July 1 - Aug. 31, 2008	
A123AB COMPANY NAME					00A123 COMPANY NAME						
INV. DATE	INV. #	PRMO	PROD ID	QTY SHIP	TOTAL PRICE	INV. DATE	INV. #	PRMO	PROD ID	QTY SHIP	TOTAL PRICE
<b>Product Group A</b>											
07/02/08	11130000		610ABC	1	\$73.49	07/31/08	11134888	EE6962		-1	(\$114.10)
08/06/08	11131111		610ABC	1	\$40.57						\$97.89
					\$114.06	Flyers A: 50					Total Promo \$ \$1,128.08
						Flyers B & C: 50					Avg per Flyer \$11.28
						Total Flyers 100					
<b>Product Group B</b>											
07/07/08	11132222		AB2626	3	\$22.77						
07/31/08	11132222		AB2652	2	\$24.06						
						UABCDCE COMPANY NAME					

Western Region, BC Division										REPORT: FLYER PROMO TRACKING - Western	
# 101										TYPE: Promo Sales, Final, Summary	
ACCT# COMPANY - CITY										July 1 - Aug. 31, 2008	
PROD A					PROD B & C					TOTALS	
Flyers	July	Aug	Total	per Flyer	Flyers	July	Aug	Total	per Flyer	Flyers	Promo Sales
1	50	\$73	\$211	\$284	\$5.68	50	\$379	\$218	\$597	\$11.84	\$881
1	100	\$0	\$0	\$0	\$0.00	100	\$31	\$0	\$31	\$0.31	\$31
1	50	\$664	\$81	\$745	\$14.91	50	\$160	\$223	\$383	\$7.65	\$1,128
1	50	\$0	\$62	\$62	\$1.24	0	\$0	\$112	\$112	n/a	\$174
1	0	\$45	\$0	\$45	n/a	75	\$157	\$0	\$157	\$2.10	\$203
1	0	\$73	\$0	\$73	n/a	75	\$87	\$0	\$87	\$1.17	\$161
1	0	\$70	\$0	\$70	n/a	100	\$0	\$0	\$0	\$0.00	\$70
1	0	\$288	\$427	\$715	n/a	50	\$38	\$77	\$115	\$2.31	\$831
1	100	\$0	\$0	\$0	\$0.00	100	\$191	\$845	\$1,036	\$10.36	\$1,036
1	50	\$0	\$0	\$0	\$0.00	50	\$225	\$85	\$310	\$6.19	\$310
1	50	\$0	\$0	\$0	\$0.00	0	\$11	\$0	\$11	n/a	\$11
1	50	\$170	\$0	\$170	\$3.40	0	\$5	\$39	\$43	n/a	\$213
1	50	\$203	\$0	\$203	\$4.06	0	\$0	\$73	\$73	n/a	\$276
1	100	\$0	\$0	\$0	\$0.00	100	\$37	\$0	\$37	\$0.37	\$37
1	50	\$237	\$136	\$373	\$7.47	100	\$131	\$0	\$131	\$1.31	\$504
1	100	\$41	\$0	\$41	\$0.41	100	\$226	\$0	\$226	\$2.26	\$267
1	50	\$0	\$0	\$0	\$0.00	50	\$0	\$0	\$0	\$0.00	\$0
1	50	\$64	\$0	\$64	\$1.28	50	\$27	\$111	\$138	\$2.76	\$202
1	100	\$126	\$0	\$126	\$1.26	100	\$263	\$164	\$427	\$4.27	\$552
1	50	\$0	\$70	\$70	\$1.40	50	\$26	\$45	\$71	\$1.42	\$141
1	25	(\$161)	\$100	(\$61)	(\$2.43)	25	(\$249)	\$0	(\$249)	(\$9.97)	(\$310)
1	50	(\$425)	\$956	\$550	\$11.01	100	\$0	\$0	\$0	\$0.00	\$550

Western Region, BC Division										REPORT: FLYER PROMO TRACKING - Western	
# 101										TYPE: Promo Sales, Final, Summary	
ACCT# COMPANY - CITY										July 1 - Aug. 31, 2008	
PROD A					PROD B & C					TOTALS	
Flyers	July	Aug	Total	per Flyer	Flyers	July	Aug	Total	per Flyer	Flyers	Promo Sales
1875	\$2,528	\$3,366	\$5,894		2250	\$3,150	\$2,556	\$5,706		4125	\$11,600
<b>Sales Rep Totals - Sales Rep Name</b>											
Flyers	July	Aug	Total	Avg per Flyer							
PROD A	1,875	\$2,528	\$3,366	\$5,894	\$3.14						
PROD B & C	2,250	\$3,150	\$2,556	\$5,706	\$2.54						
TOTAL	4,125	\$5,678	\$5,922	\$11,600	\$2.81						

08/22/08	11136333	AB2937	1	\$29.35	07/29/08	11134372	AB7261	1	\$2.44		
08/22/08	11136333	AB2652	1	\$7.22	07/29/08	11134372	AB3508	1	\$17.14		
08/22/08	11136333	AB0141	1	\$146.97						\$87.41	
08/22/08	11136333	AB7013	6	\$16.02	Flyers A: 75					Total Promo \$ \$160.90	
					Flyers B & C: 0					Avg per Flyer \$2.15	
					Total Flyers 75						
<b>Product Group C</b>											
07/25/08	11134222	EE6962	1	\$114.10							
07/31/08	11134244	EE6962	1	\$97.89	<b>Rep Total</b>						Total Promo Sales This Report \$11,600.32

### Results:

- Established "\$ per flyer" as performance indicator (see red)
- Provided interim reports to increase selling opportunities
- Provided management reports for individual, regional and company-wide comparisons
- Established program benchmarks
- Collected data for calculating marketing ROI (return on investment)
- Developed KPI's (Key Performance Indicators) for marketing dashboard
- additional results shown in Database Marketing section

...monitor results for continuous improvement