



CASE STUDY: Institutionalizing Marketing Spend Effectiveness



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



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