



# THE SCIENCE OF MARKETING PERFORMANCE

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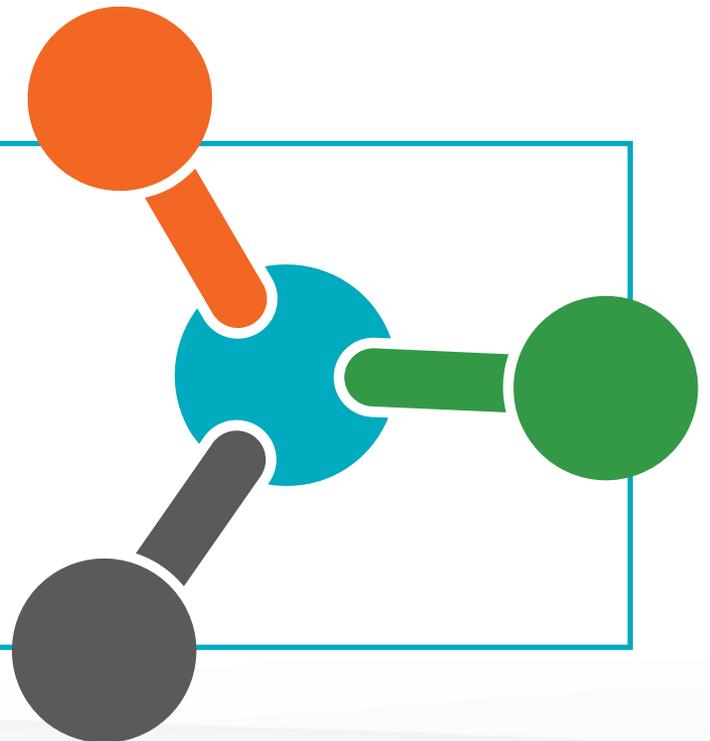
 **Allocadia**  
Marketing Performance Management

Marketing as a function sometimes gets an unfair reputation. People who work outside of marketing (Chief Financial Officers, we're looking at you!) may regard marketing as the fun department where employees spend all their time writing clever taglines and playing on social media.

We live and breathe marketing, and we know that behind all of those ads, emails and Facebook likes, marketers are serious data scientists. Marketers care a lot about performance metrics, and marketing performance management (MPM) helps bring those metrics to life, pulling data out of spreadsheets and into conversations about business goals.

Let's meet the modern marketing team — marketing scientists who are using data to drive decisions and meet high-level corporate objectives. We'll look at what metrics matter to each group inside a marketing department and explore how MPM helps teams access and understand their data.

**MEET THE  
MARKETERS  
BEHIND THE  
METRICS.**



- HOW IS THE MARKETING ORGANIZATION PERFORMING OVERALL?
- HOW DOES OUR PROGRESS RELATE TO CORPORATE OBJECTIVES?



## THE CMO

The modern Chief Marketing Officer is expected to act a lot like the head of sales. CMOs get the same pressure to talk about forecasts and results — not just about campaigns. They are held accountable for bottom-line results.

But sales leaders and marketing leaders don't have the same tools or information. Sales has a vast array of sophisticated technologies to help with forecasting and managing the pipeline. Historically, marketing hasn't had access to those tools. Marketing data is stored across different systems. Results are locked in marketing automation and content management systems, social media tools and email marketing platforms. Actual spend is trapped in the ERP. Budget data is saved elsewhere. Real-time revenue results are out of reach. And the spreadsheets? Don't get us started on the spreadsheets.

Marketing performance management changes that.

With MPM, CMOs can track everything. They can get all of the data they need in one place — marketing's contribution to revenue, costs, cost per lead and more. They can predict future performance and create forecasts that show how much revenue each marketing program will drive. If the organization spends as planned and gets results as planned, what will the final revenue picture be at the end of the fiscal year? Now, CMOs have that answer.

CMOs can use marketing performance management to tie every data point and every marketing campaign back to a corporate objective. They can drill down to understand planned and actual data by region, team, objective, product or campaign theme. A CMO can go into senior leadership meetings with data that proves what's working and what's not, all linked to corporate objectives.



- WHAT DOES MARKETING NEED TO ACHIEVE?
- WHAT ARE MY TEAM'S RESULTS SO FAR?

## THE VP OF MARKETING

Vice Presidents of Marketing, or Marketing Team Leads, face a lot of the same pressures and challenges as CMOs, just for their specific region or team. The VP of Marketing reports to the CMO, who takes regional or team data and compiles it to understand global trends.

While the CMO is most focused on corporate objectives, the Vice President of Marketing is watching marketing objectives. What programs or campaigns are helping her team meet their objectives? How much has the team invested in each campaign? How much spend is left? The Vice President needs to understand (and report on) what marketing is achieving.

When the VP of Marketing thinks about rolling out a new marketing performance management solution, her main concern is ease of use. Will everyone on her team be able to quickly learn how to use it? Will marketing performance management add value instead of extra stress?

Marketing performance management software makes VPs of Marketing happy. It's user-friendly and allows teams to change plans on the fly. Objectives changed? Budgets shifted? Teams can change their focus, spend or target market quickly, and the VP of Marketing can see all of the results in real time.

- WHAT'S MY BUDGET?
- WHAT HAVE I SPENT — AND WHAT DO I HAVE LEFT?
- HOW DOES MY SPEND RELATE TO THE BIGGER PICTURE?

# CORPORATE & FIELD MARKETING MANAGER

Marketing Managers are responsible for tracking metrics day to day. These budget owners are the heart of a marketing department. They need to understand the budget, spend, revenue and ROI data for their own campaigns — but they can't work in isolation. Marketing Managers make better decisions when they can collaborate across teams, trade budget with other managers as actuals roll in, and understand how their programs affect the overall marketing objectives and corporate objectives.

With MPM, every marketer is on the same page. Everyone sees the organization's marketing performance data through the filter that's most important to them. Using one integrated tool gets everyone thinking about marketing performance in the same way.





- WHERE IS ALL OF THE MARKETING DATA COMING FROM?
- HOW DO I TIE IT ALL TOGETHER TO ANSWER BUSINESS QUESTIONS?

## THE MARKETING OPERATIONS TEAM

The members of a marketing ops team are part business leaders, part technologists. They have one foot on the business side and one foot in IT.

On one hand, marketing operations staff are focused on business. What information do stakeholders need? What data story does the CMO need to tell? On the other hand, marketing ops is also tasked with connecting many different systems to bring data together in one, accessible place. They need to know where all of the data comes from and create a workflow to track budgets, results and forecasts in one system.

Because the ops team has the big job of making many disparate data points available and consumable in real time, marketing performance management is a game changer. Once marketing operations has all of their data connected in one place, they never want to let

it go. Don't believe us? This is a real quote from an Allocadia user on the marketing operations team at GPS provider Trimble: "If you take Allocadia away, I'll cry."

Marketing operations teams also want to make sure that new technology is easy to use — not just for IT specialists, but for end users in the marketing department. Technology has to be easy for them to explain and implement and just as easy for users to pick up and start using every day. If marketers can't easily enter correct data, the marketing operations team's job gets a lot harder.

Luckily, with marketing performance management, no one's left in tears. It's easy to use, configure and change as a marketing organization evolves. MPM integrates with ERPs and CRMs to automatically pull in the data that matters to marketers.



## **MARKETING'S "MAD MEN" DAYS ARE OVER.**

We've entered the age of data and marketers are leading the way, using real-time information to track progress, adjust plans and build forecasts. Marketers are plugged into big-picture company objectives, and CMOs can report with the same accuracy as their peers in sales. At Allocadia, we're proud to work with savvy marketing scientists every day, and we're proud to offer new tools and perspectives for managing and understanding marketing ROI.

# WHAT'S NEXT? LEARN MORE.

Read the Allocadia Blog to learn how smart marketers are improving their budgeting and planning and accurately tracking ROI with marketing performance management.

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