

IBM Cognos Performance Manager Demo **Marketing Transcript**

Now you can improve performance and create more significant and sustainable business advantage than ever before.

A new best-practice decision-making approach from IBM breaks corporate performance into specific business functions, each containing information sweet spots that can transform companies from being middle-of-the-pack to industry leaders.

Better information is the vehicle that drives leadership-producing actions. Let's see how...

Marketing's traditional role has been communicating the value of your brand and drumming up sales. And while those are considerable challenges, ... high-performance Marketing managers are in a position to evolve their role to become their companies' investment advisors – experts who determine where invested marketing capital can generate the most significant returns, and how best to make those investments generate the best results.

To maximize returns, Marketing managers must answer many complex questions, including ... What are our market opportunities? ... How do we best position ourselves against the competition? ... How do we evolve our product line? ... How should we price our products? ... And, how can we increase demand? The IBM Cognos Performance Management Framework provides marketers the insights you need to find these answers.

Let's start by analyzing a report on Marketing Campaign Effectiveness – a tactical marketing sweet spot. It's immediately clear that Email is your most effective medium, and that you're getting the best marketing return on the Consumer Electronics product line. You may also want to reconsider Trade Show and Direct Mail investments for Entertainment Media, diverting those dollars instead into increased Email.

Knowing how audience segments respond to campaigns provides valuable insight into past successes and future direction. Here you can see your “Digital To Go – the Only Place to Go” campaign was easily your most effective, especially for Professionals and Students. While reviewing, you also notice that Retirees responded favorably to your Big Screen and Mobile campaigns. Realizing this is a rapidly growing demographic; it may be worth targeting new mobile and big screen TV campaigns directly toward that segment. This may be an investment opportunity.

Now, let's take a dashboard view of your marketing performance. You can see disturbing pipeline-versus-actual shortfalls in France, the Netherlands and Denmark. Though this is a Sales report, you can use it as a marketer to know where you might concentrate new marketing efforts to boost sales in those regions.

Success in your business starts with lead generation, lead qualification and pipeline creation. This table for the Chicago region shows that the “Digital To Go – the Only Place to Go” campaign was a monster success in generating qualified sales opportunities, or QSOs.

Digging deeper, you also discover that campaign experienced the highest drop between inquiries and QSOs. Maybe you weren’t as successful as you thought. But perhaps there are ways to tighten the marketing funnel and improve the program.

Here’s an example of an extremely valuable scorecard that crosses all departments. It highlights the best and worst-performing metrics company-wide, as well as metrics that are rising and falling the fastest.

You can see that you definitely need to fix things Sales-wise in the Eastern region, but individually, Miami is doing extremely well. As an advisor, it would be good to identify what Miami is doing well and see how to extend those practices throughout the entire Eastern region.

Managing budgets is critical for all departments, including Marketing. Using shared planning software, you can automatically communicate budget adjustments to the Finance department, helping to smooth collaboration between the people doing the spending and the people monitoring it.

You can manage budgets by major category or fine tune individual items. For example, after spending a flat \$10,000 per month in your third quarter on Pay Per Click Web advertising costs, you could choose to increase spending in Q4 – front-ending the spending in October because you expect additional funding in December.

Budget cells can be annotated so that you can let Finance know you anticipate an additional \$15,000 of funding in December.

This just scratches the surface of how a performance management system from IBM can impact Marketing and cross-department performance.

Select the onscreen link to discover the potential of Performance Management for your organization! Attend a Performance Management Experience Workshop or email us for additional information.