

Harness the power of analytics to drive marketing strategy



Current market pressures are putting marketing budgets under even more scrutiny, further driving the need for better measurement, increased credibility and, in many cases, the requirement to do more with less. **Are you set up for success?**



Are you using data and analytics to measure the impact of marketing?

Organizations that implement an integrated and comprehensive marketing effectiveness measurement program can begin to close this credibility gap – though, only 29% of CMOs use advanced analytics to understand marketing's effectiveness.¹



Does your marketing team struggle with credibility across the organization?

CEOs and CFOs need to feel confident that their dollars are being spent against initiatives that will impact their bottom line. The root of this dilemma is trust. 80% of CEOs say they don't trust or are disenchanted by their CMOs.²



Is marketing being leveraged to achieve business objectives?

Many CMOs still struggle to make the case for marketing despite the fact that 83% of CEOs consider marketing as a potential driver of growth.³

Quantify the bottom line impact of your marketing with KPMG.

KPMG's goal is to use data and analytics to help organizations quantify and increase the impact of every marketing dollar in order to maximize marketing ROI and optimize marketing budgets. With 125 years of financial auditing experience, CEOs and CFOs trust and listen to KPMG's findings when it comes to data and analytics.

Bridging the gap with marketing analytics

Take the next step in maximizing your marketing ROI by delivering on these questions:



Business contribution

What is the incremental impact of marketing on short- and long-term company, channel, and partner performance?



Budget setting

How many dollars should be spent on marketing? What are optimal spend levels across the portfolio? Across media and promotions?



Tactic & campaign mix

What are optimal spend allocations across marketing tactics and campaigns?



Full funnel mix

What are optimal spend allocations across the entire customer journey?



Business forecasting

How will future marketing plans impact business growth?



New tactic deployment

How can you effectively test new marketing tactics, quantify results, and learn from the efforts to advance your marketing toolkit?

1. Source: Martech.org, "Digital marketing's contribution to company performance rated as down significantly", Constantine von Hoffman (April 28, 2022)

2. Source: Texas CEO Magazine, "CMO and CEO Alignment: An Imperative for Growth", Holly Tsourides (May 3, 2022)

3. Source: Forbes, "Why CMOs Should Be CEOs' Partners in Growth And Cross-Functional Leadership", Juhi Hajela (July 14, 2021)

Get started with systematic marketing analytics

- Establish a marketing measurement and planning program designed to achieve imperative business objectives
- Evaluate short- and long-term profitability and effectiveness of historical marketing investments to understand how customers respond to each executed tactic, channel, and campaign
- Build and utilize a forward-looking spend allocation and optimization framework based on historical results to adjust future marketing plans
- Develop and manage a systematic "test and learn" marketing framework to gain confidence in deployment of significant marketing investments

Case study: Maximizing marketing ROI



Challenge

A global consumer-facing application wanted to identify efficiency and optimization opportunities across multi-million-dollar media investments and a broad range of channels and geographies to better drive growth and bottom-line results.



Action

KPMG designed, implemented, and executed a scalable marketing measurement program across the client's top 7 countries. In addition to quantifying how marketing investments were driving growth in each market, we created a results-based optimization toolset and dashboard for investment plans.

+30% ROI

Result

The client's executive team used the optimization toolset and insights to simplify the annual planning process while delivering a 30% increase in marketing ROI. Strategic, data-driven investment shifts across markets enabled the client to more intelligently and effectively drive short- and long-term results.

KPMG can help companies bridge the gap through enhanced marketing analytics to drive revenue and maximize ROI

An integrated, systematic analytics program can deliver material marketing performance improvement in both the short and long term.

KPMG brings a financial, results-oriented mindset to help companies connect marketing investments to business value. We can team up with your organization to develop, plan, quantify, manage, and execute strategies that unlock the value of your marketing spend.

Contact us

For more information on how KPMG can help you effectively measure and optimize your marketing investments, talk to us today.



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