

# Branding, Marketing, & Sales Solutions Using 1KEY

"I know I waste half the money I spend on advertising. The problem is I don't know which half."

A survey conducted by Forrester Research and the Association of National Advertisers found that measurement was the top priority.

### Among the findings:

- 82 % experienced difficulty measuring multimedia campaigns
- 78 % experienced difficulty measuring the sales impact of their promotions
- 57 % experienced difficulty delivering customized communications
- 55 % had trouble targeting high-value prospects and gaining insight into customer behavior.

In each case, more than 80 per cent of respondents reported that technology could be helpful in solving these problems.

"In current scenario marketing department are giving accountability, and presents a solid business case to justify their budgets and activities. They are way past the point where they can say 'Trust Me'"

### Marketers Look For Answers With BI Technology

1KEY Solutions can improve branding, marketing and sales performance in key ways:

- Creating a commonly shared perspective on performance across departments, product lines, or geographic locations;
- Linking "traditional" metrics such as brand awareness to hard-core financial concepts such as EPS or ROI;
- Leveraging investments in internal and purchased data into greater insight;
- Helping CMOs better align marketing activities with strategic goals;
- Increasing responsiveness to trends in product, market, or customer performance; and
- Letting CMOs report on their performance in ways that a CEO or CFO can understand.

- Work in a typical marketing department. o linking forward-looking, or "leading" metrics with current sales performance;
- Understanding the impact of current sales performance on future results;
- Evaluating customers by sales volume, revenue, profitability, and cost; and
- Connecting pipeline targets with current performance.

"If you don't have a dashboard you can't drive the car. Similarly Chief Marketing Officer CMO know the importance of measuring campaign performance and driving the strength of the brands"

1KEY Branding, Marketing and Sales Solutions from MAIA Intelligence can help Marketing and Sales Department to overcome the measuring, accountability and analysis challenges and seize the opportunity to deliver the results that CEOs now demand.

Using 1KEY Solutions, marketing can go beyond single "pockets of performance" measures. For example: not only could a manager identify their top customers, but also the cost to acquire and keep them, whether this cost is rising or falling, and how much it will cost to acquire similar customers in new markets in the future, and the impact these higher costs will have on financial outcomes. From there, a manager can make a number of strategic decisions. For example: if the cost to acquire top customers is rising, he can choose to reallocate financial resources and automatically update their plan to ensure they stay on target. Or he can shift priorities from targeting new customers to leveraging existing ones and create new metrics to monitor performance against this new goal.

Marketing manager tracks campaign effectiveness in real time and adjusts offers, campaigns and models to optimize marketing spend.

A brand is the most visible expression of a company's mission and values. In fiercely competitive industries (for example, pharmaceuticals, consumer packaged Goods, and, increasingly, banking), strong brand performance can win against the competition and add millions of dollars to the bottom line. Strong brands are also essential to drive successful new product launches, and they can be the only calling card a company has when trying to open the door to new markets. 1KEY Solutions can create complete solution to measure, analyze and track brands.

Understanding the importance of Sales to any company is quite simple: without sales, a company can't stay in business. However, simply knowing that the company is closing sales or tracking overall revenue is not enough. Companies need to derive more value from their data than simply being able to ask "How much did we sell?" All answers can be found out with 1KEY solutions.

Sales involves many people and functions, including inside and outside sales teams, pre- and post-sales teams, direct sales, channel sales, wholesale and retail channels, sales to influencers, sales support, and administration. Each is responsible for different aspects of the overall Sales operation and may work with other groups in various combinations to close a deal. To perform well, every person needs different or overlapping information delivered in different formats at different times. . Sales managers need daily and weekly information about revenue and volume, and information that can be used to create forecasts, quotas, and compensation plans. They also need this information to help them allocate representatives, support teams, and financial resources to the areas where they will have the greatest impact. Sales reps, which often have personal or idiosyncratic ways of compiling information, need accurate information that will help them in managing their time and focusing their efforts where they will have the greatest impact, and that can reveal cross-sell and up-sell opportunities. A VP of Sales needs weekly and monthly information that can help develop new business and reveal how various sales channels are performing. She also needs to see forecasts, budget to plan, discounting trends, rep turnover, margin, cost of sales, and customer profitability. 1KEY Solutions help looking in detail at a variety of factors-the market size, the channel, the geographic region, the customer base, and the reps. 1KEY also looking at the products

themselves. It may be that new products are not catching on, that the standard product mix is losing market share to competitors, or that demand for a new product is outstripping supply. Whatever the reason, managers is supplied with the answers to make more accurate forecasts using 1KEY.

"Before, our managers had to rely to a great extent on gut feel. They used manual processes and did a lot of asking around. They were constantly forced to make decisions without all the information, because decision - support information took weeks to process. Now with Business Intelligence, they probably have ten times the amount of information they had before, in a format which is ready to use."



Prior to call, marketing analyst segments customers based on profitability and predicted future value.

Identifying valuable customers and finding ways to leverage that value into new business is a key Sales activity. 1KEY Solution helps by creating detailed customer profiles that show how much they buy, how frequently, the total revenue they generate, how much they cost to serve, and so on. Quoting and pricing, including discounts and payment schedules, as well as financial analysis (margins, revenue, and profit, for example) are essential to ensuring that the deal actually makes sense to execute from a customer and enterprise perspective. Without 1KEY solution providing this

## The sales process is a team effort.



information, reps risk misallocating their time and energies cultivating a sale to a customer who is not interested in buying, who typically demands high discounts, or who may cost more to support than the deal was worth.

The typical sales process is comprised of different stages. Each of these requires integration of other functions and systems if the deal is to close. A tighter integration means a more effective sales process and a lower total cost of sale. 1KEY Solution helps to track the sales time, the resources, and tactics required to move a customer through each stage, from unqualified lead to satisfied repeat customer. It can reveal where the process is working well, where it is stalled, and where potential revenue is being lost. It also helps managers understand the relative strengths and weaknesses of each region, channel, and rep. Without this kind of information, reps risk wasting time and energy with tactics that don't work or cost too much to pursue. Managers also need to measure the cost of their activities against the revenue they generate. For example: they need to know if the reps who usually make eight calls to a customer to close a deal generate proportionally more revenue than the reps who make only four. If a particular rep is discounting certain products more often than other reps, they need to know why and how the discounts will affect revenue.

1KEY Solutions for Branding, Marketing and Sales enables organizations to understand their business performance in greater detail than that provided by ERP systems or financial spreadsheets. 1KEY provides visibility, clarity, and insight into an organization's data assets. 1KEY can aggregate different kinds of data-financial, demographic, sales, product, CRM, and marketing data to create a reliable and agreed-upon source of information and a commonly shared context that enables effective and collaborative decision-making. The breadth and depth of 1KEY capabilities enable sales to go

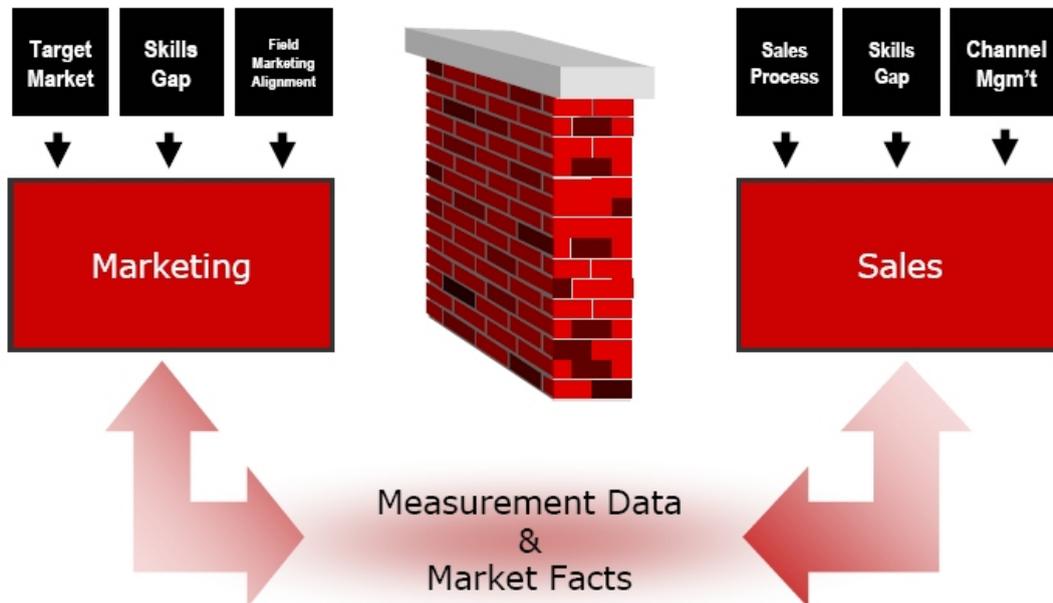
beyond simple spreadsheets to analyze data from any source and angle or to combine data in new ways and use the resulting insight to make better business decisions. Through reports and analysis, Sales can generate and share information that lets them see trends, understand what drives changes in metrics, and see where and why they are ahead of, or behind, plan. With scorecards, Sales can track key metrics drawn from any data source or application to manage performance, link execution to strategy, and to analyze why performance is on or off track. Visualization presents performance information using intuitive symbols, graphs or gauges. Event detection keeps users abreast of changes in sales performance as they happen.

"Branding Marketing & Sales Performance Management can give an equal seat at the executive table as a function that understands the need to demonstrate tangible business results and return on investment"



Customer is interested, but wants time to "consider his options" before making a decision.

**Without an effective intelligence system in place there will not be sales and marketing integration.**



**1KEY Branding, Sales and Marketing Solutions provide a high and immediate ROI include:**

- Identify specific groups of customers by loyalty program status, demographics, frequency, value, brand loyalty, and other dimensions so you can treat them and promote to them more effectively
- Accurately forecast the sales lift that a specific promotion will have and then balance the combination of sales lift and net margin to optimize return on that promotion
- Identify the characteristics of your best-performing locations and identify new locations that fit those criteria.

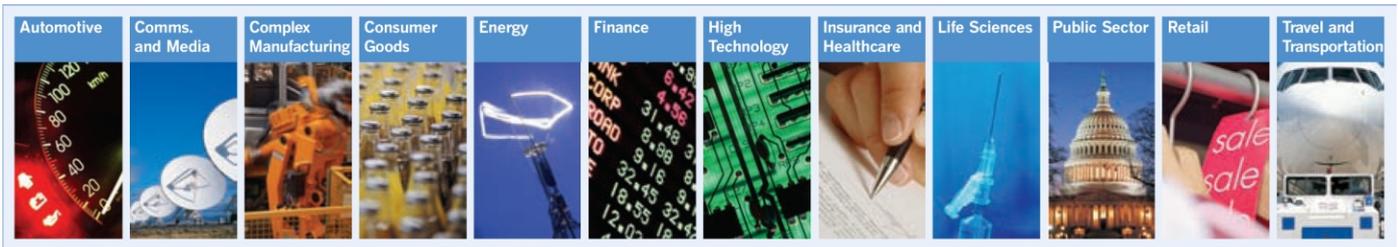
- Plan the introduction of new products-while reducing inventories of the products being replaced
- Track the effectiveness of trade promotions, ad campaigns, and other marketing elements
- Leveraging brands by identifying and making the most of new market, channel, customer, and product opportunities
- Effective and planned use of trade fund spending by measuring trade fund spending by brand, channel, line, key account, broker, and individual promotion.



**1KEY Branding, Marketing & Sales Solution Keep Your Team always on the track**

## Questions You Can Answer With 1KEY Solution

- Who are the top 10 revenue-generating customers?
- Which customer segments have experienced the largest revenue growth from the past year?
- What product is the best-seller in each region?
- What is the profile of my best customer? How much of the pipeline matches that profile?
- What's the average deal size for each sales rep?
- Which region delivers the most revenue, and how did this region perform compared to last year?
- What is my performance as a percentage of plan?
- Which products deliver the highest margin and what volumes have we moved this period?
- Does this product bundle encourage more sales at a higher price?
- Which customers present up-sell or cross-sell opportunities?
- Which customer segment will respond best to a particular offer?
- Which customer segment offers the most revenue potential?
- What's the top-selling product mix in each region?
- What response rate per region are we getting for marketing promotions?
- Who are my top customers? How has their purchase patterns changed?
- What is the cost per qualified sales opportunity?
- How quickly do leads move through the pipeline?
- What is my market penetration in each region?
- Which customers are loyal?
- Which product has the highest profitability?
- What marketing tactics are driving sales?
- How much discounting are we doing relative to last year?
- What discounts are most popular? Least popular?
- What promotions are most popular? Least popular?
- What are the geographic discount/promotional trends?
- What is the cost of the discount/promotion compared to the increase in sales?
- What promotions are resonating with different customer segments?
- Which sales people are more reliant on discounts/promotions?
- Which promotions most significantly impact sales for my most profitable products?



1KEY Branding Marketing & Sales Solution for all the verticals:

Automotive, Telecommunication & Media, Complex Manufacturing, Energy & Utilities, Financial Services, High Technology, Insurance and Health Care, Pharmacy & Life Sciences Public Sector, Retail, Travel and Transportation

## 1KEY Solutions implementation benefits for control spending on customer acquisition Business Performance and Demand Generation

| Foundation   | Metric                                       | Measures  |
|--|--|---|
| Demand Generation  | Revenue                                      | Company Revenue<br>Revenue By Geography<br>Revenue By Business Unit<br>Revenue By Channel   |
|  | Bookings                                     | Company Bookings<br>Bookings By Geography<br>Bookings By Business Unit<br>Bookings By Channel   |
|  | Pipeline                                     | Total Company Pipeline<br>New Pipeline Additions<br>Pipeline Conversion Rate<br>Pipeline Dropout Rate   |
|  | Average Deal/Order Size                      | Revenue/Deal<br>Average Product Selling Price<br>Average Units/Deal   |
|  | Sales Cycle                                  | Average Days from Lead to Close   |
|  | New Market Entry Metrics                     | Revenue/Bookings by New Market  |
|  | New Market Entry Metrics                     | Revenue/Bookings by New Product   |
|  | Important Deal Metrics                       | RFP Inclusion<br>RFP Success Rates<br>Key Customer Wins   |
|  | Market Share                                 | Market Share by Industry<br>Market Share by Geography<br>Market Share by Product Line   |
| Marketing Lead Generation, Program and Campaign Effectiveness, and ROI | Overall Lead Generation                      | Total Qualified New Leads<br>New Leads By Channel<br>Leads by Geography<br>Leads by Business Unit<br>Marketing Prospect Database Size                               |
|  | Overall Lead Quality, Conversion and Closure | Opportunity Conversion Rates<br>Deal Conversion Rates<br>Sales Cycle-Time to Convert<br>Revenue/Deal<br>% New Leads Touched by Sales<br>New Lead Ranking (A,B,C...) |

|  |   |   |
|--|---|---|
|  | Overallly Lead Cost   | Cost/Lead<br>Cost/Opportunity<br>Cost/New Customer<br>Cost/\$ of Revenue  |
|  | Program and Campaign ROI<br>Web Site<br>Ecommerce<br>Telemarketing<br>Direct Mail<br>Email Marketing<br>Events<br>Online Seminars<br>Trade Shows<br>Other | Leads/Program<br>Leads/Campaign<br>Cost/Lead<br>Program Cost/\$ of Revenue<br>Revenue/\$ of Program Cost                                |
|  | Program and Campaign Effectiveness  | Key Objective Attainment<br>Closure Rates by Marketing Touch Point<br>Sales Cycle by Lead Sources                                       |
|  | Sales Cycle   | Days from Lead to Customer  |
|  | Budget  | Budget Versus Actual-Total Marketing<br>Headcount to Programs Spend<br>Program \$/Marketing Headcount<br>Revenue \$/Marketing Headcount |
| Field Sales and Channel Effectiveness and Satisfaction | Field Sales Productivity  | Revenue/Sales Rep<br>New Sales Rep Ramp Rate<br>% Reps Meet/Exceed Quota<br>Competitive Win/Loss Ratio                                  |
|  | Channel Productivity  | Revenue/Reseller  |
|  | Field Sales Satisfaction  | Satisfaction Audit<br>- Training<br>- Product<br>- Messaging Tools<br>- Solution Selling Tools  |
|  | Channel Satisfaction  | Satisfaction Audit<br>- Training<br>- Product<br>- Messaging Tools<br>- Solution Selling Tools  |
|  | Messaging Tools and Programs Effectiveness  | Usage and Adoption Satisfaction Audit   |
|  | Solution Selling Effectiveness  | Availability Usage Adoption Satisfaction Audit  |

## Product Innovation and Acceptance

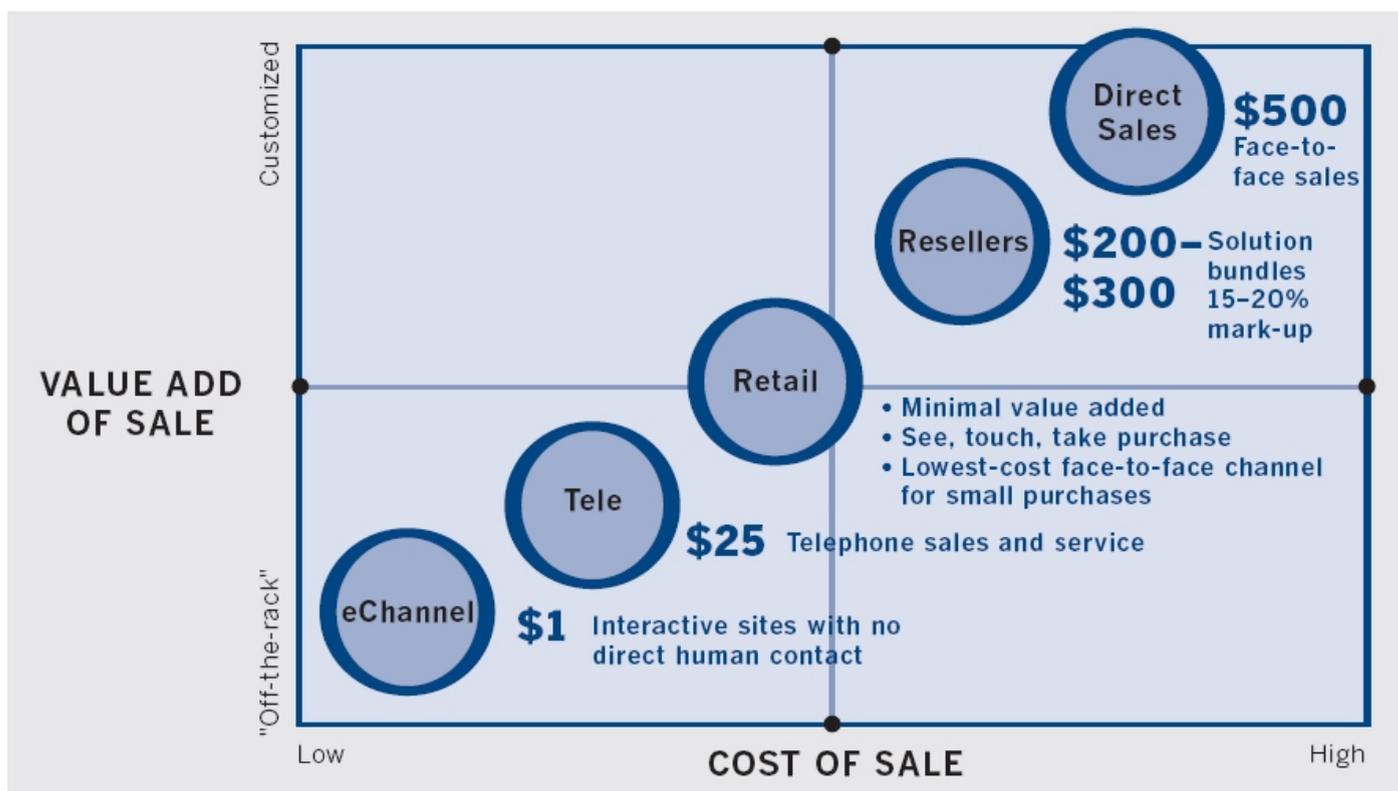
| Foundation                                  | Metric  | Measures  |   |
|---|---|---|---|
| Product Innovation and Lifecycle Management | Understanding Customer Needs and Requirements | Quality, Depth of Market Research<br>Customer Visits  |   |
|   | Roadmap Definition and Customer Acceptance    | Customer Advisory Council Audit   |   |
|   | Product Profitability                         | Product Gross Marging   |   |
|   | Product Reviews, Awards, Recognition          | Inclusion in Product Reviews<br>Success in Product Reviews<br>Product Awards<br>Inclusion of Key Messages |   |
|   | Analyst Opinions and Endorsements             | Analyst Review Reach<br>Key Influencer Reach<br>Analyst Tone and Sentiment<br>Inclusion of Key Messages   |   |
|   | Customer Satisfaction / Feedback              | Customer Satisfaction / Feedback  | Satisfaction Surveys  |
|   |   | Customer Renewal, Retention, Referral and Reorder Rates   | Renewal Rate(% , \$)<br>Customer Churn<br>% of Repeat Customers<br>New Referral Customers |
| Account Revenue / Profitability             |   | Revenue/Customer<br>Gross Profit \$/Customer<br>Lifetime Value  |   |
| Account Penetration/Share of Wallet         |   | Customer Orders/All Customer Spending in Category   |   |
|   | Account Penetration/Share of Wallet           |   |   |
|   | Customer Solution ROI                         | Customer ROI Analysis   |   |
|   | Cross Sell and Upsell                         | % Customers Purchase>1 Product  |   |

## Corporate Vision and Leadership

| Foundation                                     | Metric  | Measures         |
|--|---|------------------|
| Internal Marketing Group Influence and Respect | Executive Staff Respect                       | Internal Surveys |
| Market Share                                   |   |                  |
| Internal Culture and Confidence                | Employee Satisfaction                         | Internal Surveys |
|  | Internal Brand Awareness and Culture Adoption |                  |

## Corporate Image and Brand Identity

| Foundation                                       | Metric  | Measures  |
|--|---|---|
| Corporate Visibility, Confidence and Credibility | Company Awareness and Perception              | Unaided Awareness<br>Aided Awareness<br>Leadership Sentiment  |
|  | External Brand Value and Equity               | Financial Brand Value Measurements<br>Customer Satisfaction, Retention, and Loyalty Measurements  |
| Product Awareness, Vitality Relevance            | Product Awareness, Preference                 | Unaided Awareness<br>Aided Awareness<br>Share of Preference<br>Leadership Recognition   |
|  | Media & Communications Effectiveness          | Media Reach<br>Media Sentiment<br>Media Mentions<br>Leaderships Mentions<br>OnMessage Coverage<br>Key Issue Coverage<br>Competitive Mentions<br>Campaign and Product Coverage |
| Internal Culture and Confidence                  | Employee Satisfaction                         | Internal Surveys  |
|  | Internal Brand Awareness and Culture Adoption |   |



1KEY Solutions implementation benefits for control spending on customer acquisition

### Benefits of 1KEY Solution.

It provides a more healthy internal marketing culture and process and a common language to make decisions about how to evaluate marketing programs and investments.

A more satisfied team of marketing employees since benchmarks and accountability standards will be well understood and communicated throughout the department.

It provides higher perception of marketing department's value in the company.

It delivers a consistent and clear demonstration of value through the positive impact of marketing activities on company performance.

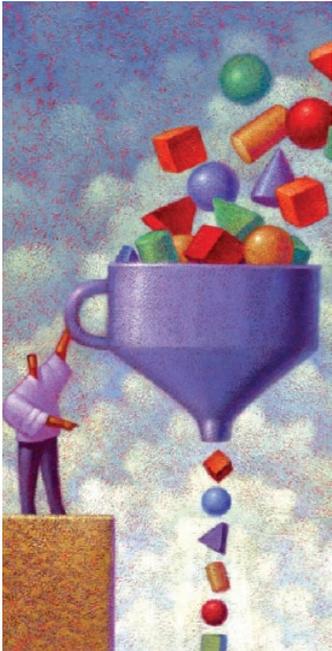


It aligns a more customer centric marketing team that is the true 'voice of the customer' and enables a better understanding of customers and their needs throughout the company.

From a practical point of view, the pace and complexity of marketing in many industries - particularly technology - is accelerating,

and the number of customer 'touch points' is increasing.

Many companies will find that they are incapable of managing this increased complexity without systems to control and optimize marketing spending.



The most valuable deliverable of BI is enabling your business to make better, faster decisions. This capability should be available to every function within your business, and should be based on a common platform delivering accurate, consistent and credible information.

Select Measures and Metrics that truly reflect marketing's contribution to the success of the business, as well as Measures and Metrics that are in the control of the marketing organization. You're just keeping score if you measure and report on the activities of other functions. The purpose of 1KEY Solution is to show that marketing is contributing in a more focused way to company objectives. Spend your time understanding how you can do better at the things you most directly control. Focus on metrics that give early warning signs for the future success or failure of the business. Create synthetic indices that reflect performance across several metrics in a given area. Try and group several measures into an index that reflects performance of the category or functional element. This makes the executive task of reviewing information simpler, and improves communication as a result.

**For product details, service solution**  
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## 1KEY fulfilling the full promise of Business Intelligence

### Solution Implementation

This model is a place to begin. It is not a place to finish - any company who copies this list as-is and starts trying to develop, deploy & measure and report everything will soon become overwhelmed, frustrated, and will \*fail\*. The solution is a comprehensive menu of potential metrics and measures - far too many to begin with, and some probably not relevant to your situation. You must select a subset of the metrics and measures that are most relevant to you and can address your unique and critical business and strategic objectives. While this list is extensive, it is not exhaustive. You may and probably should define your own Metrics and Measures as a part of the process.

Keep it Simple - 1KEY Solution is a business performance management exercise - not a statistical or econometric research survey. You should begin with a small number of metrics and measures - across the key areas. Most of the best practice companies keep their metric and measure selection to below 20. In time, your analytical capability will grow - and your model will become richer and deeper. But to begin, the risk of complexity far exceeds that of simplicity.

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