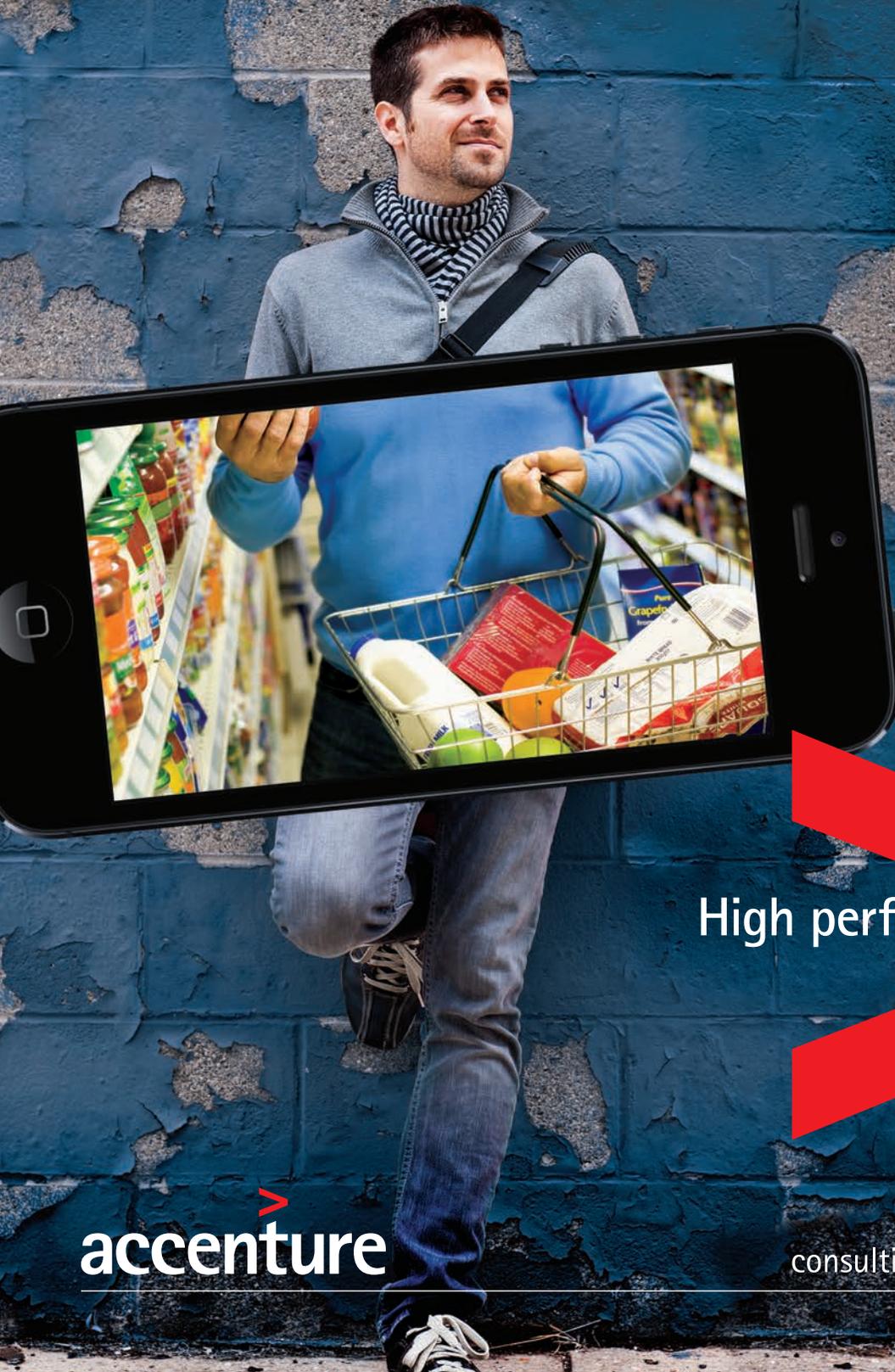


Accenture Interactive

# Global CPG Company:

Improving Value with a Global Digital Marketing, Consumer Data Management and Campaign Management Solution



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## Summary

A global consumer packaged goods (CPG) company tapped Accenture's digital marketing skills to improve the value, quality and efficiency of its consumer marketing database and e-mail campaign operations in the United States and Canada. Accenture and the company collaborated closely to develop a real-time marketing database and campaign management platform. Accenture Interactive offered a new operating model, global consumer database, and campaign management and analytics platform to power the client's consumer marketing campaigns—while improving quality, speeding time to market and reducing costs by 30 percent.

## Business Challenge

A global CPG company faced high costs and delivery performance issues with its marketing database and e-mail campaign operations in the United States. It also lacked important, cutting-edge technology skills to execute more real-time social and mobile campaigns, which many of its competitors were already doing. The company realized that it needed to move to a more flexible, scalable digital marketing services model while lowering costs. It selected Accenture to design, build and execute the new model with standardized processes, governance, work flow and pre-launch testing.

## How Accenture Helped

Accenture collaborated with the company to create a new global digital marketing consumer data management and campaign management solution to improve the quality, speed to market, flexibility and value of its marketing campaigns.

### Specifically, Accenture helped to:

- Design, build and operate a real-time marketing database and website development platform with alliance partners, FICO and ExactTarget. The turnkey solution enables reporting; multiple channels (web, social, mobile); campaigns; and social integration with Facebook and Twitter to create a robust dialogue marketing capability with 20 million consumers.

- Provide project management office services to improve quality and lower costs by using standardized, streamlined processes and a global delivery model.

Several months into the project, the client was so pleased with the results that it asked Accenture to expand its digital marketing outsourcing and CRM database services to Canada.

Accenture also provided digital marketing outsourcing, project management, digital diagnostic, and site search performance services, as well as services to reduce database and campaign management costs and improve quality. Accenture provided a global delivery model, streamlined processes, a global consumer database, and a campaign management and analytics platform to power the client's consumer marketing campaigns.

## Results Delivered

- Executed over 100 Spanish- and English-language e-mail campaigns, coded and tested annually, encompassing more than 400 million messages.
- Targeted digital coupons with precise control of marketing spend (for example, 50,000 printed) and ability to capture redemption to close the loop.
- Supported the client and third-party agencies on all database work, campaigns and analytics that involve capture and/or use of consumer data.
- Oversaw all new consumer database build/technical updates and complex data analytics requests.
- Developed standard reports and dashboards and provided analytic insights and ad hoc reporting services.
- Supported segmentation and analytic modeling efforts with 60-plus micro-segments and propensity models to target consumers.
- Provided a framework with the ability to conduct multivariate testing to support 132 campaign cells in targeting the right offer to the right segment with the right messaging.

## High Performance Delivered

Together, Accenture and the client improved the quality, speed and flexibility of its marketing campaign execution while lowering delivery costs.

## Better Value

- Lowered costs by approximately 30 percent when compared to the incumbent database provider by using lower-cost, offshore resources and a cloud-based solution.
- Used accelerators to transfer knowledge and get the project up and running within 20 weeks, allowing the client to take advantage of labor cost efficiencies as soon as possible.
- New digital marketing capabilities enabled the client to optimize its marketing spend through targeted allocation using proven data.
- Offered a low total cost of ownership of digital assets with a marketing platform that can be scaled globally.

## Greater Speed & flexibility

- Increased speed-to-market and control by using a standardized platform, common tools and campaign automation.
- Ability to quickly increase or decrease staffing based on business needs, using the Accenture Delivery Centers in India and Costa Rica to provide the required skills.
- Real-time dialogue marketing services to engage consumers in e-mail, SMS, social and offer channels.

## Improved Quality

- Teams can monitor and optimize business key performance indicators with real-time digital dashboards that capture results from each digital marketing campaign. The independent performance metrics allow brand managers to monitor media agency campaigns, understand the most effective tactics, and adjust campaigns accordingly.
- Marketing managers no longer have to sweat the details of campaign execution and can focus on marketing strategy using reliable data to guide decision making.

- Standardized processes make transitions to new ad agencies much easier, with fewer errors.
- Accenture professionals brought best practices from other industries to improve campaign effectiveness.

With greater process standardization, the client can scale the platform and services to encompass additional regions or brands when it is ready to do so. Accenture has helped the company establish a robust foundation for dialogue marketing, working hand in hand with its marketing teams and agencies to improve business performance.

### **Contacts:**

Jerry Lohse  
Managing Director, Accenture Interactive  
[gerald.l.lohse@accenture.com](mailto:gerald.l.lohse@accenture.com)

Ryan Krenn  
Managing Director, Accenture Interactive  
[ryan.t.krenn@accenture.com](mailto:ryan.t.krenn@accenture.com)

### **About Accenture**

Accenture is a global management consulting, technology services and outsourcing company, with approximately 281,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$28.6 billion for the fiscal year ended Aug. 31, 2013. Its home page is [www.accenture.com](http://www.accenture.com).

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