



High performance. Delivered.

“Agility Marketing
Analytics Platform
Mobile Application”
Video Transcript

I'm a marketing executive with global responsibilities and I'm frequently on the move, as are the markets where our products and services are sold. I need access to the latest and most up to date information on how our promotional and advertising programs are performing. I need to be able to see how changes in the marketing mix will impact the bottom line.

In 2009, Accenture built the Agile Marketing Analytics Platform to give marketing teams the tools they need to analyze, adjust and optimize their marketing spend across multiple channels.

Accenture has taken the results of the back-end analytics and created a tablet application that goes with me anywhere.

Right now, I'm between meetings and I need to check in on the 2013 marketing plans the team has been working on.

First, I want to compare the spend in 2012 vs. 2011 by quarter. Our marketing investment increased the most in the 4th quarter compared to a year ago, but that didn't seem to help sales which were down in the 3rd and 4th quarters. When I look at "Paid Search" for example, I see that we increased our investment significantly in the last quarter, wonder how that compares with 2011?

The investment in "Paid Search" was fairly consistent for the past 2 years; trending upwards in the first 3 quarters for both years and we pulled that way back in the 4th quarter.

The investment in 2011 was 1.6 million vs. 2.1 million in 2012, but that didn't significantly impact sales.

I'm only analyzing "Paid Search" right now, but I could run the same kind of causal analysis across any of the channels to give me the data and insight needed to optimize future marketing plans. The smart intuitive design of this application makes it simple to view the "big picture" as well as drill down into specific areas to diagnose issues and solve problems quickly.

While I've been on the road, the team back at headquarters has developed a couple of different simulations and optimizations.

Let's look at the baseline forecast "FY13 H2 Historical Pattern" plan and compare it to the proposed "FY 13 H2 Heavy up in Digital" plan.

When I look at "Paid Search" again I see that in this plan there is an upward investment. The overall marketing budget is kept as-is but funds have been moved from "Spot Radio" and "Newspaper" and re-distributed to the more effective drivers of "Paid Search" and "Online Display" which results in a projected increase in sales of 15.8%.

I see the trend on the investment side for the year, but let me see what this plan is projected to do for sales.

The detailed sales trend chart tells me that with this reallocation of spend, overall sales are projected to increase for the entire year compared to the baseline plan's value.

If I look closer, "TV" seems to be one of the main contributors to the overall value of this plan followed by "Paid Search."

There's also a positive change in ROI for most of the drivers, with only a slight dip in "Coupons", but that's not really a concern since most of the drivers of ROI have increased; they're much more efficiently distributed and utilized.

All in all, this plan seems more effective than the baseline forecast for this period.

The team's also prepared an alternate plan that has a different allocation strategy.

If I go back again to the plan list, and again select "FY13 H2 Historical Pattern", but this time compare it to the "FY 13 H2 Medium cut in press" plan.

The budget still remains as is.

But, I see there's less money taken out of "Newspaper" and less money reallocated to "Paid Search". With this strategy there's a projected 14.9% sales increase, which is good, but the projected 15.8% increase from the previous "Heavy up in Digital" plan translates to almost \$3M more in sales. It's definitely a better way to go.

The Accenture Agile Marketing Analytics Platform tablet application allows me to easily diagnose, analyze, and optimize our marketing plans even when I'm on the road and on the move.

And it's much easier than trying to get a cab during rush hour.

To learn more about Accenture's Agile Marketing Analytics Platform, please visit accenture.com/interactive, or e-mail Conor McGovern at this address conor.mcgovern@accenture.com.