

Marketing Performance Measurement & Attribution

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eClerx at a glance

Connecting technology,
data and people for real growth

Overview

- **23+ years** in business
- Publicly traded since 2007
- **\$350M+** annual revenues, zero debt

Industry Vertical Expertise

- Retail & CPG
- High Tech
- Fashion & Luxury
- Financial Services
- Manufacturers & Distributors
- Travel & Hospitality
- Media & Telco

By the numbers

200+
Clients globally

80%
Revenue via F500 clients

10+
Industry verticals served

16,000+
Employees globally



Selected Clients

5 -10-year average partnership tenure with our clients by delivering continuous business benefits in an ever-changing martech, creative and analytics landscape

Marketing
Operations



Creative
Production



Analytics &
Optimization



Data
Science



Competitive
Intelligence

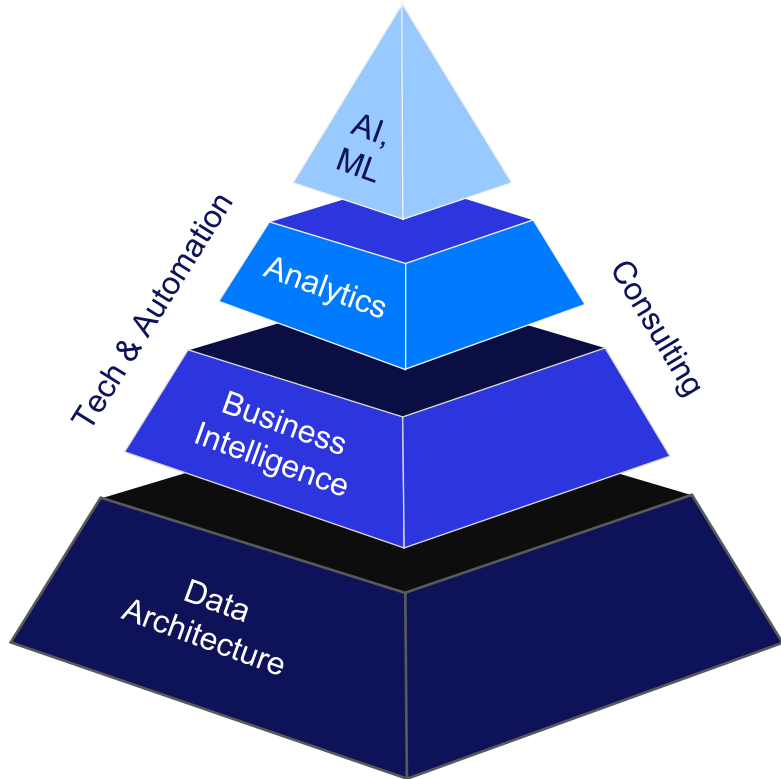


Robotics Process
Automation



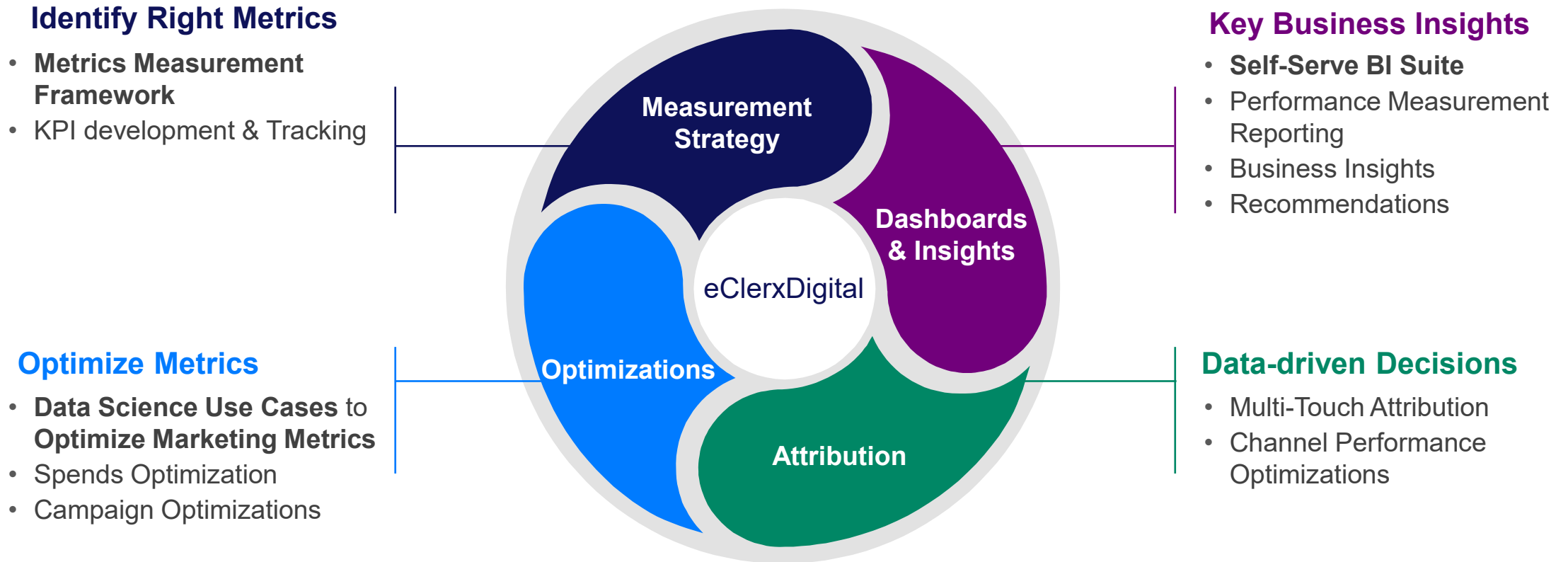
Analytics Services Overview

Our services framework enables organizations with data-to-decisions efficiency and effectiveness across various functions

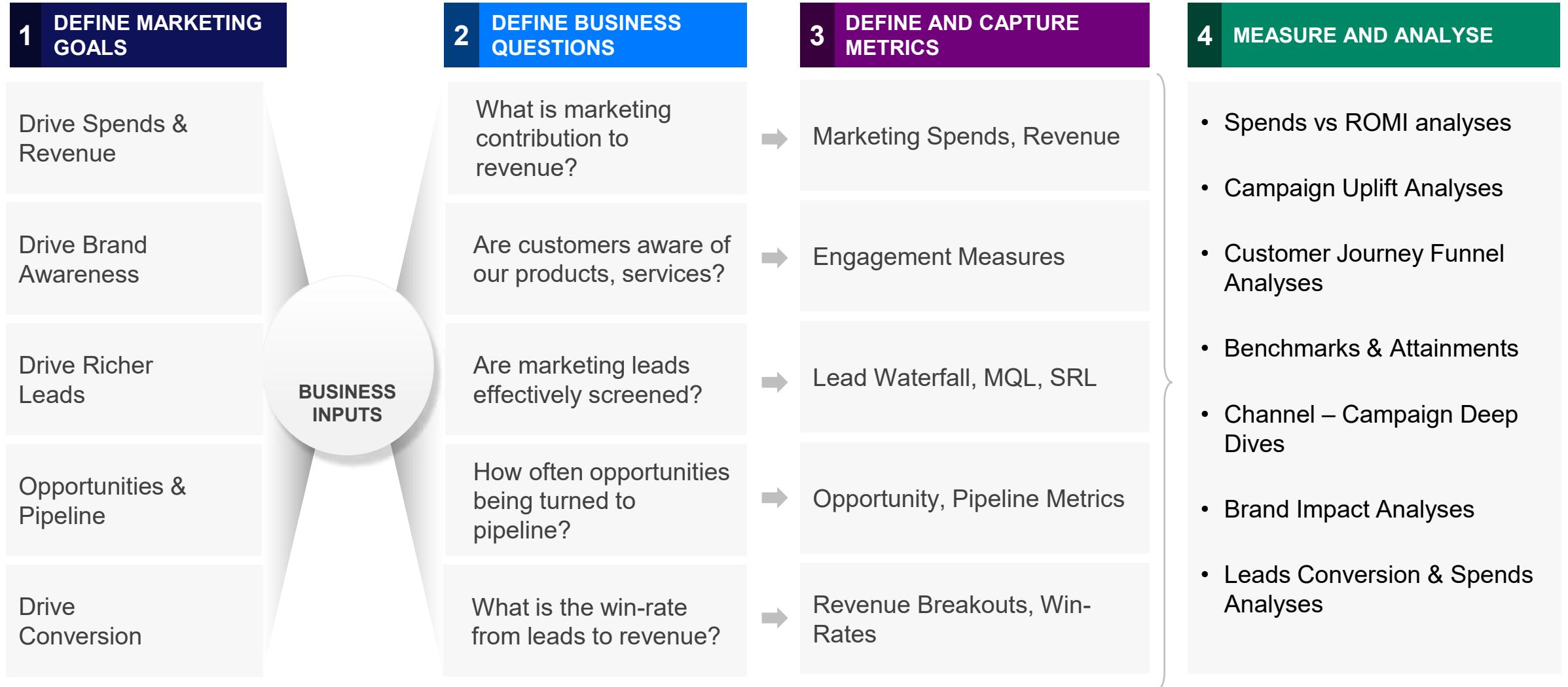


Sales Analytics	Marketing Analytics	Customer Analytics	Data Foundation
Sales & Channel Performance Measurement	Channel Performance analytics	Customer Segmentation & Profiling	Data Integration, Master Data Management
Sales Driver Analytics	Media-Mix & Attribution Modeling	CLV Modelling & Optimization	Data Quality & Governance
Forecasting & Scenario Planning	Voice of Customers	Predictive Churn Propensity Modelling	BI-Suite Set Up and Governance
Dynamic Pricing & Optimizations	Brand Health Tracking	Customer Journey Analytics	
Cross sell & Upsell Recommendations	Buyers Profiling / Persona	Personalization & Hypertargeting	

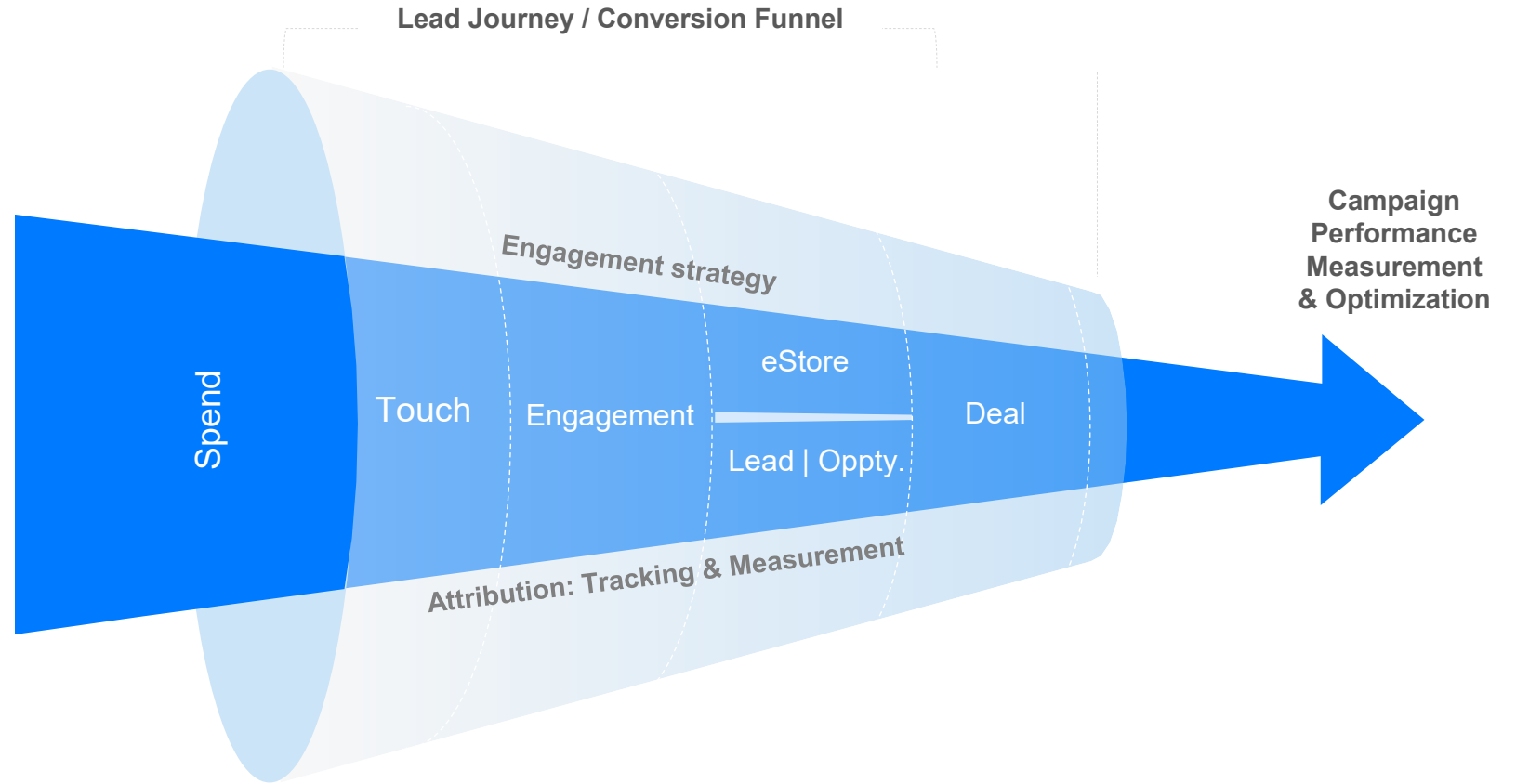
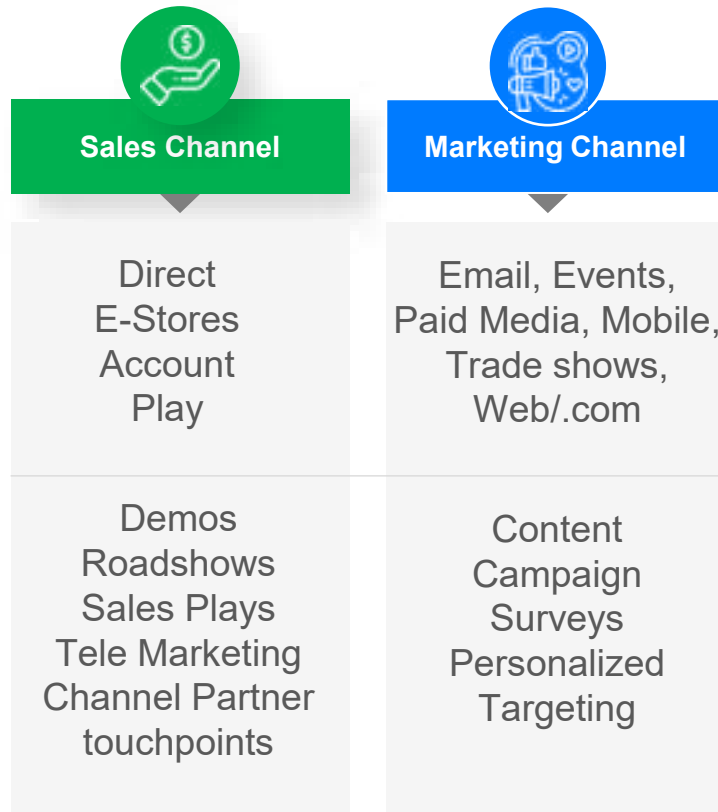
eClerx's Analytics Offerings to Support B2B Marketing Organizations



Metrics Measurement Framework Enabling Diagnostics Across Stages



Measurement Strategy Across Demand Gen Conversion Funnel



Conversion Measured across dimensions of:

- Performance
- Efficiency
- Velocity

Across Lead Type, Source, Stage/Score, Geography, LoB, Industry, Account Segment etc

Demand Gen KPIs & Metrics Outlook



Spend



Touch



Engagement



Online (.com)



Lead



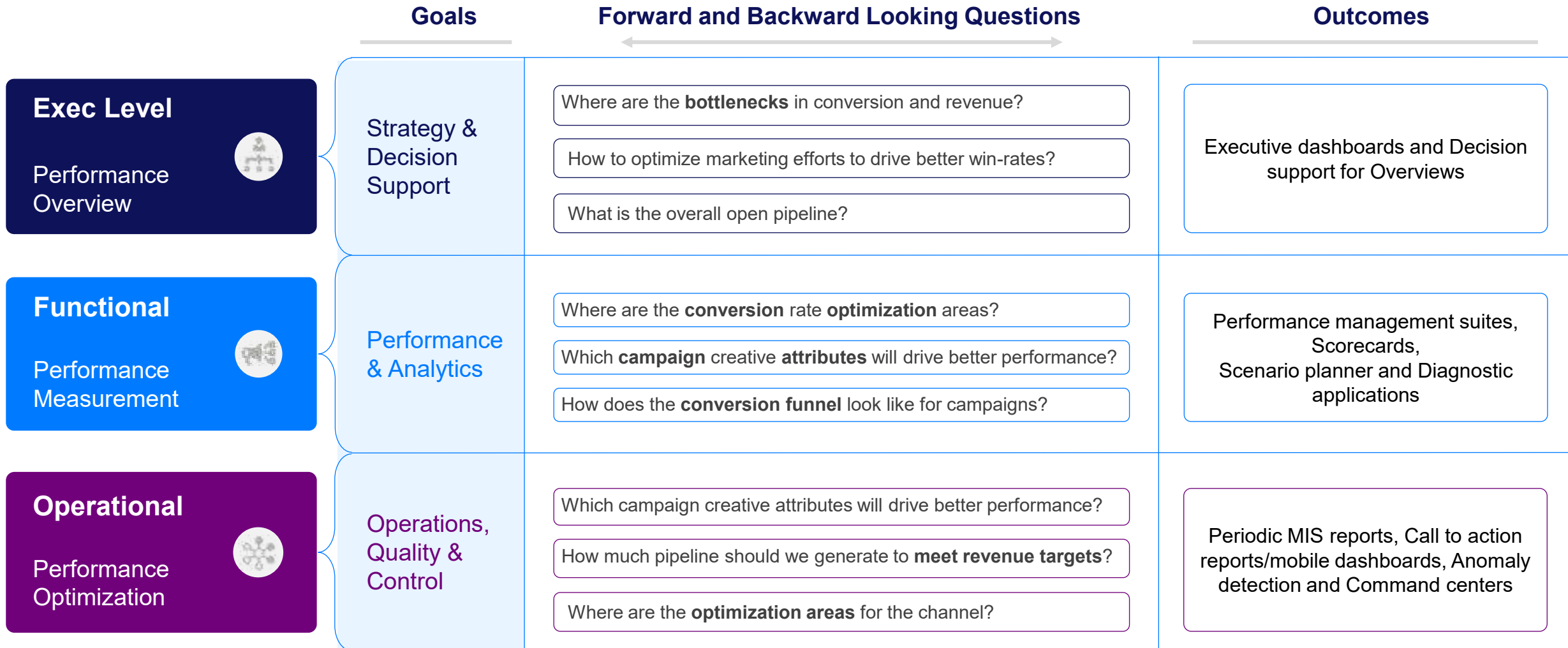
Opportunity



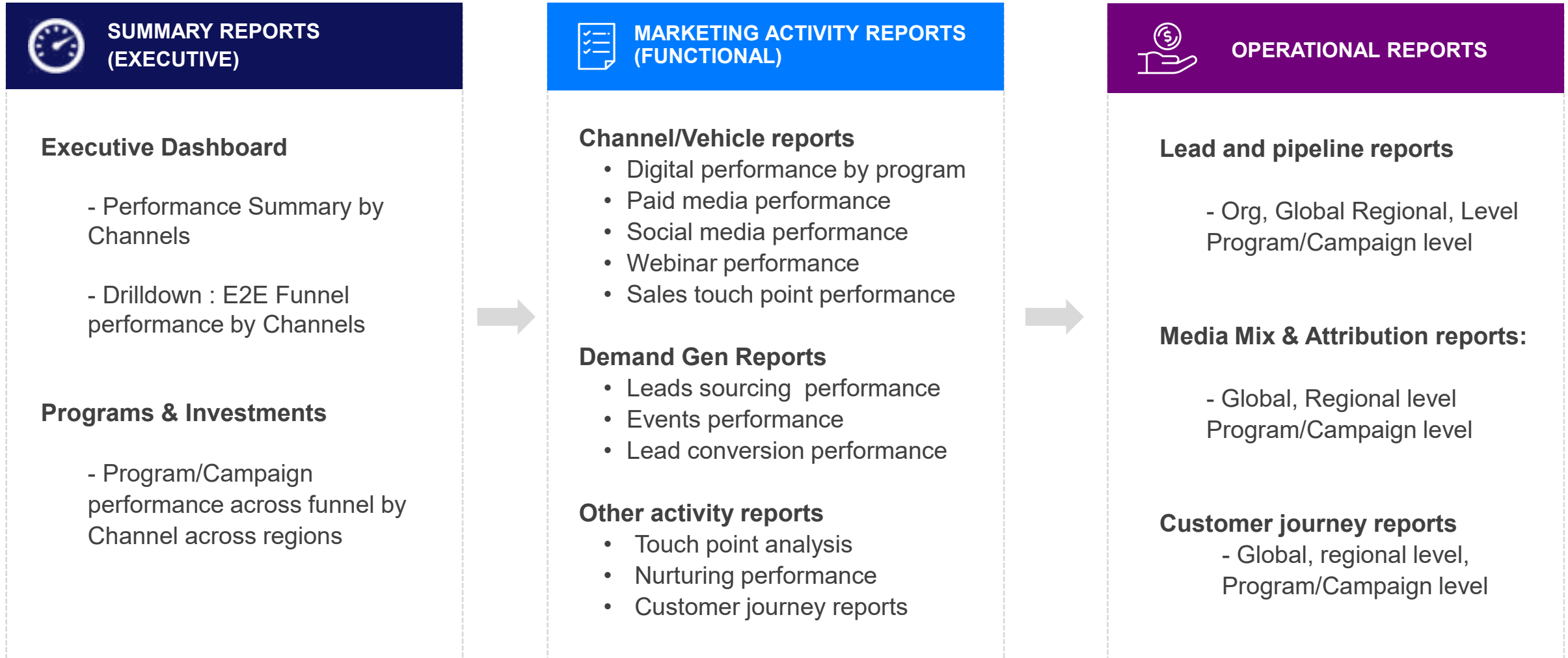
Conversion

Email	Investment \$	# Sent # Delivered	# Opens, Open Rate # Click, CTR # Bounce, Unsubscribes	Visits Visits to subscribe page Page Views File downloads Leads Initiated Watch demos Pricing pages Mid-stage or late-stage content NA	# Gross Lead # MQLs # MQLs by Status # MGLs # SRLs # SRLs by Lead Score buckets	# Oppty, Pipeline \$, Weighted / Unweighted Pipeline \$	Won Revenue \$,				
Events		# Registration	# Attendance, # File Downloads # Trial Activations # Trial Downloads # Sign up Forms (Starts, Fills/Compete) # Social Media Shares				Marketing Contribution \$				
Webinars								Marketing Contribution %			
Roadshows									Marketing Influenced \$		
Trade Events										Marketing Influenced %	
Workshops											POAS
Training											
Telemarketing		# Calls	# Attended								
Account Plays		Play List	Sales Call								
Paid Media Affiliates, Paid Search, Social Media, PPC		Reach Impressions Views	Clicks / CTR Bounce rate								

Catering to Diverse Audience with Targeted Reporting and Performance Measurement



Hierarchical Self-Serve BI Suite, Enabling Meaningful Insights



Case Study: Performance Measurement for Fortune 100 Client (1/2)

Business Problem

- The client needed to measure the performance of **demand gen campaigns** in driving leads, pipeline and revenue

Objectives

- Unavailability of historical Attainment view for LOB & Campaign
- No tracking on Inbound and Outbound conversion %
- High level consolidation of tracking key marketing metrics – Lead, Pipeline & Revenue

eClerx Solution

Top Hi-Tech Manufacturer

Measurement Framework

- **Mapped the metrics & KPIs** across the sales funnel
- **Designed process** to measure performance using the developed KPI and Metrics Strategy

Self Serve BI Suite - Dashboards

BI dashboards to

1. Measure demand gen campaign performance
2. Drilldown to campaign touch point, inbound vs outbound, LOB, buyer status etc.

Data Enablement

- Data and Technology Architecture Design
- Data Staging Layer created with information from various data sources **Salesforce** (CRM), **Eloqua** (Marketing Automation), **Adobe Analytics** (Website Engagement), **Allocadia** (Spends)

Optimization Deep dives

Deep dives performed to investigate:

- Decline in lead to opportunity conversion rate
- Marketing contributed pipeline not meeting targets

Business Outcomes

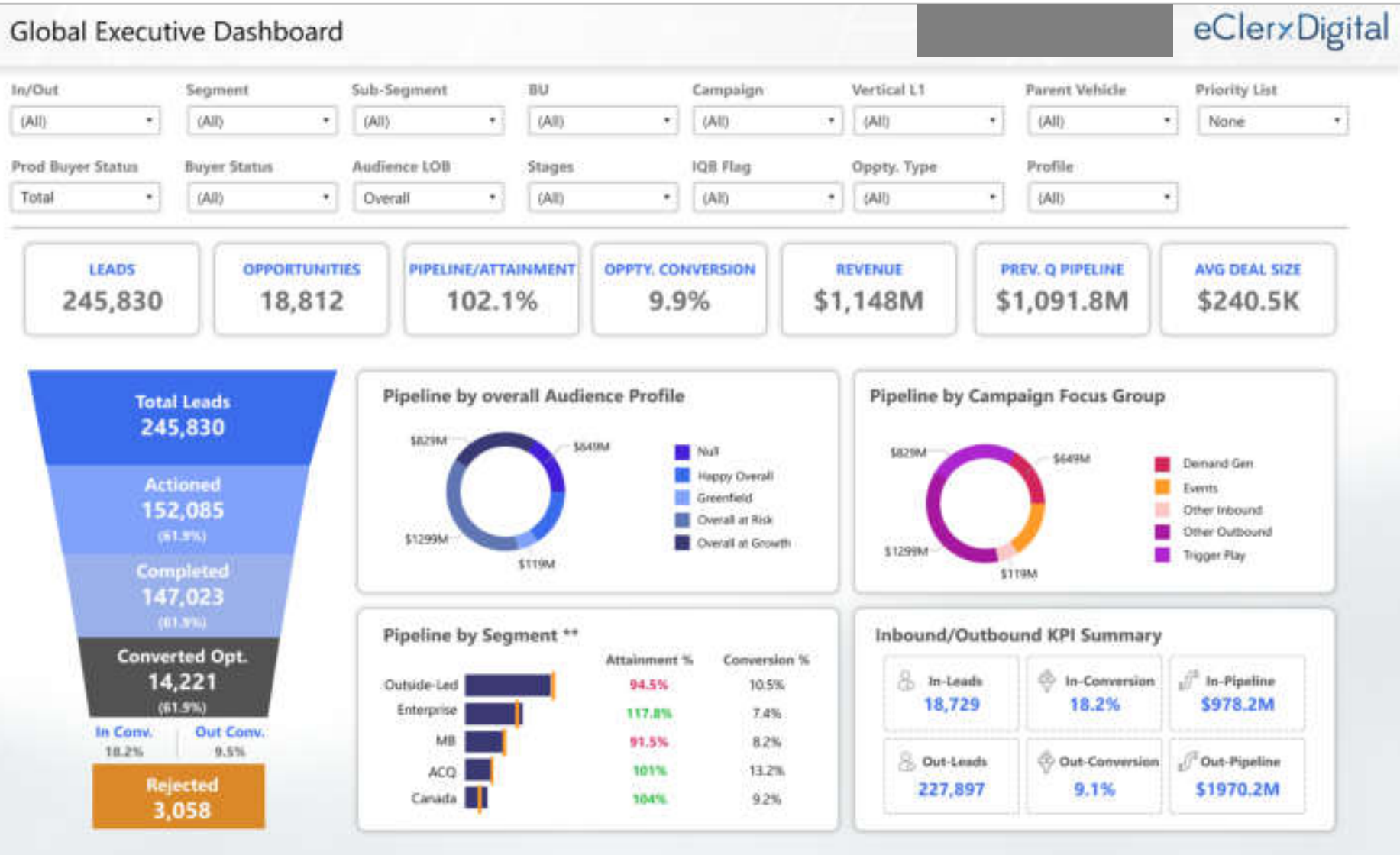
Unified tracking of Campaign, Audience and Attainment data

Reduced turnaround time by ~65% for campaign performance reporting

Self serve and scalable platform setup to support 15 regions across globe

Fast-tracked decision making and improved attribution for marketing initiatives

Case Study: Executive Level – Performance Overview Dashboard (2/2)



Synopsis:

One stop Marketing view for campaigns and customer segments/sub segments

Technology Stack:



Lead Performance Tracking & Optimization for Leading Technology Retailer (1/2)

Business Overview

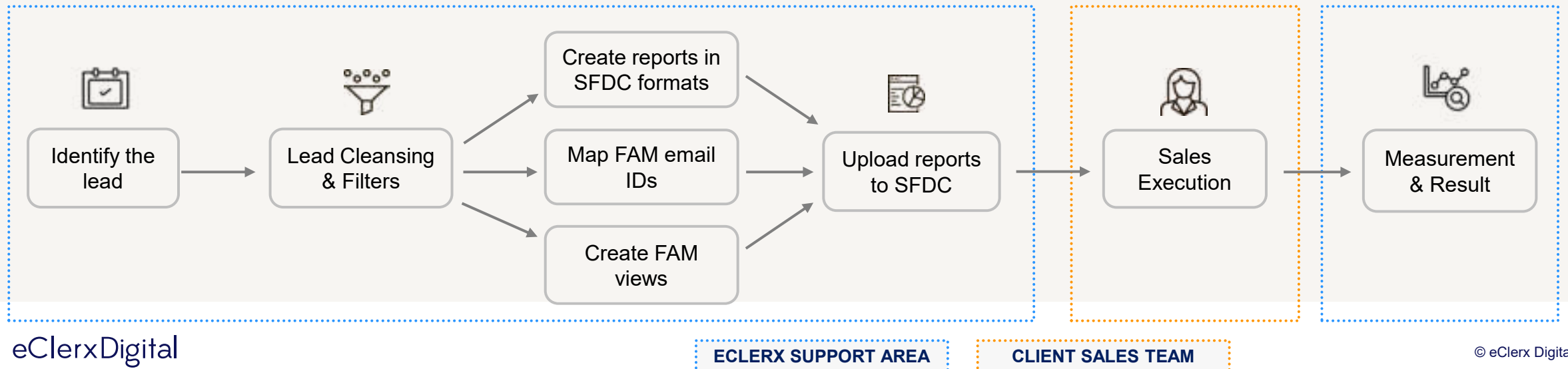
- Identify sales leads for top product campaigns by mapping data across orgs using required filters and measure weekly success of the campaign

Use Case Outcome

- First of a kind of project:** Enable client to perform such a campaign for the first time
- Data Collection and Mapping:** Data collection was tedious task as data is distributed in many legacy systems and is also affected by usage of multiple IDs
- Excel Dashboard Design:** Weekly\Monthly comparison of KPIs like volume, volume margin%, win Vs loss opportunities
- WON Opportunities:** leads submitted in Wave #1 and #2 **generated volume of \$14M**

Use Case Solution:

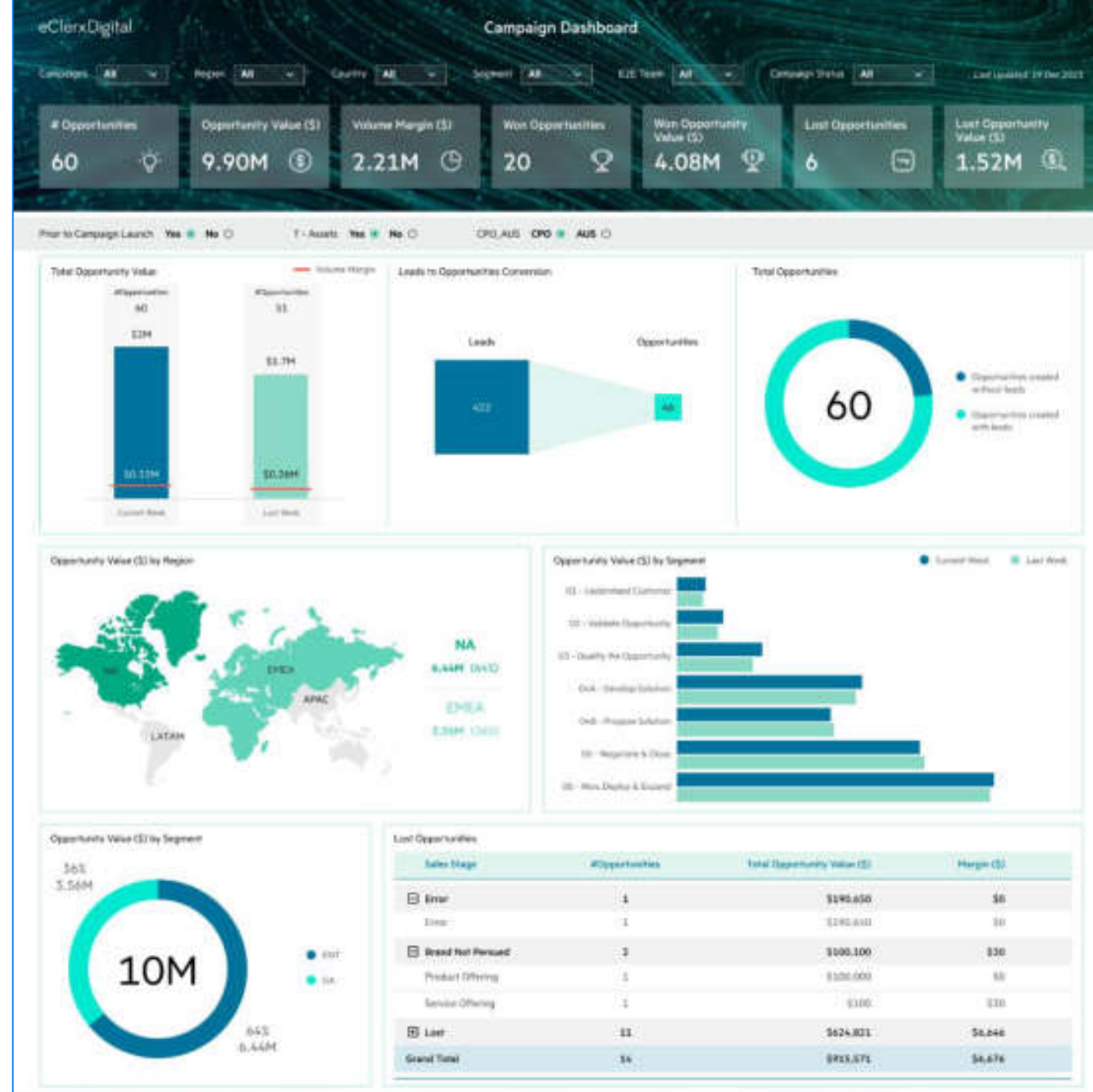
The workflow below shows high level steps followed to translate the use case objective into a data driven analytical solution.



Lead Performance Tracking & Optimization for Leading Technology Retailer (2/2)

Dashboard Sample

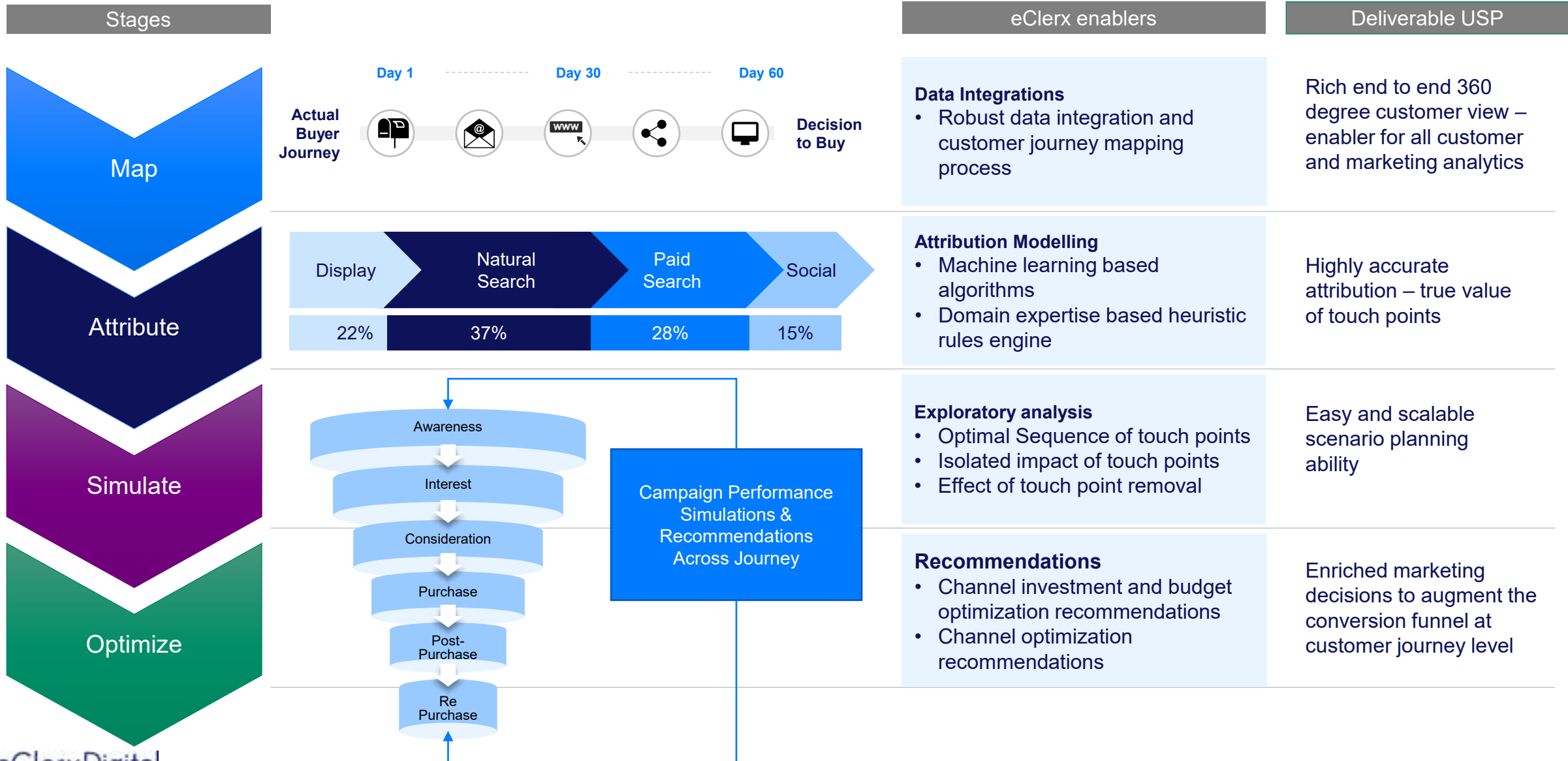
| Click  on the image to access the interactive dashboard |



Multi-Touch Attribution



eClerx Solution Approach – Multi-Touch Attribution



Case Study: Data-driven Marketing Enablement Through Analytics, Measurement, Attribution & Spend Optimization (1/2)

Business Overview

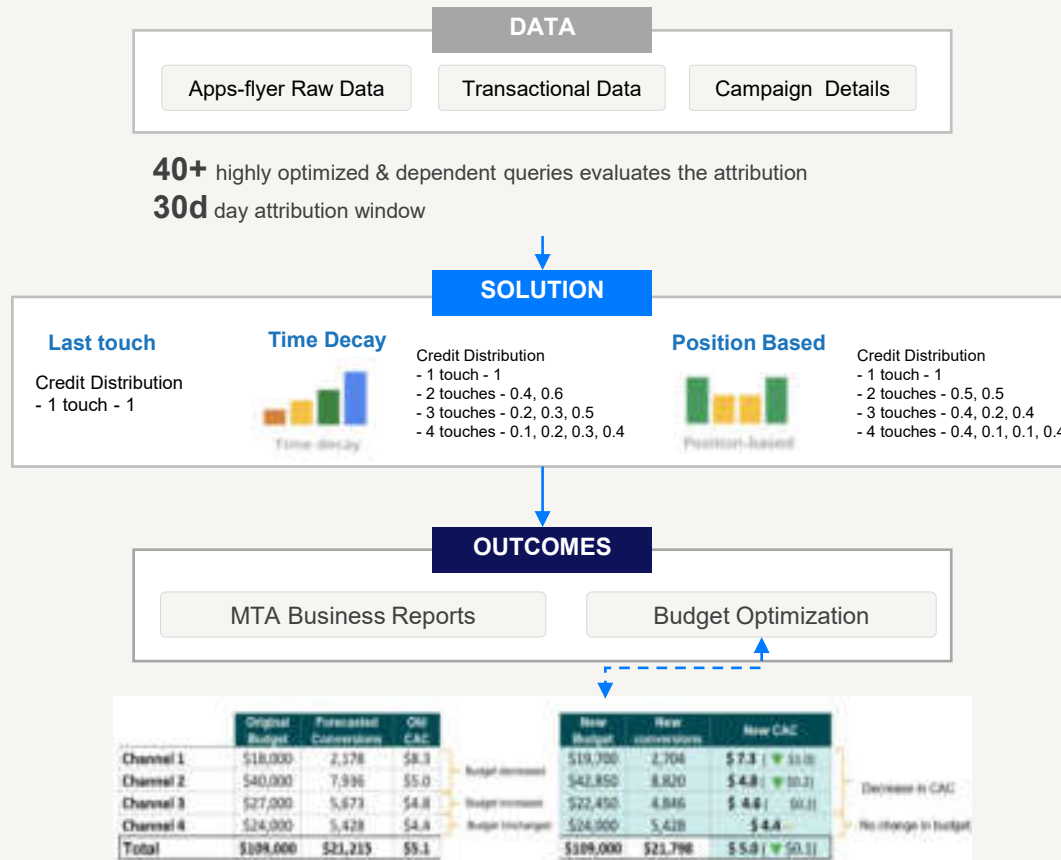
eClerx was engaged to provide campaign and media analytics consulting and support to performance marketing teams to help reduce customer acquisition cost and improve customer retention

Challenges

- Campaign across multiple channels were being used to drive customer acquisition and retain customers
- However client did not have a clear understanding of which channels and campaigns were most effective at different stages of the customer journey funnel and needed insights to optimize their marketing spends

eClerx Solution

Super-App Tech Company



Business Benefits

Observed **8% - 12%** decrease in **average customer acquisition cost** across most channels

Increase in **26-week retention rate** by **3-5%** for few paid media channels

Forecasted conversions with accuracy of **88.7%**

*Numbers have been hidden/modified to protect client confidentiality

Case Study: Data-driven Marketing Enablement Through Analytics, Measurement, Attribution & Spend Optimization (2/2)

eClerx Solution Outlook

- ✓ **Framework designed** based on probabilistic models like Time Decay, Position and enhanced Last Touch (incl. attrition for last 4 touch points instead of just the last 30 days before conversion)
- ✓ **Automated Tableau dashboard** built to track the conversions and spend across countries/verticals
- ✓ **Designed a multi-layered automated analytical framework** using complex time series modeling and optimization techniques to reduce customer acquisition cost (CAC)
- ✓ **Established optimal spend range** by analyzing the point of diminishing returns for increasing spends

Appendix

eClerx Digital

eClerx BI capabilities & engagements - Overview

100+

Data Visualization & BI Professionals

400+

Dashboards & reports built and delivered annually

80+

Client engagements

Data Integration

API Integration

Harmonization of Data

Performance and Tuning

Real Time Analytics

Comparative Analysis

Storytelling Capability

Maintenance & Support

eClerx BI Advantage:

Faster go to market

- Library of functions, operators, templates for faster GTM
- Cross industry learning and best practices

Data engineering and cloud computing capability

- Strong data engineering and cloud computing capabilities to create consumption ready BI & analytics data layers

Flexible resourcing

- On Demand Resources – Flexible resourcing to scale up and down
- Maintain a bench of experts to ensure continuity and quality

Extensive experience in



Case Study: Built a comprehensive Power BI suite that enabled a 40% reduction in TAT from data to insights by consolidating data from 20+ data sources

Business Overview

- Aim was to track and monitor effectiveness of marketing spends, based on data captured from 20+ disparate sources in 15+ reports developed in Excel, Microstrategy, Tableau in Power BI

Challenges

- Lack of global unified data view of
- Lack of data utilization
- Labor intensive current process with dependency on SME for insight generation

Solution Overview

Enablement

- Consolidated data mart set up - 20+ disparate sources integrated
- BI ready data pipelines and automations in data lake

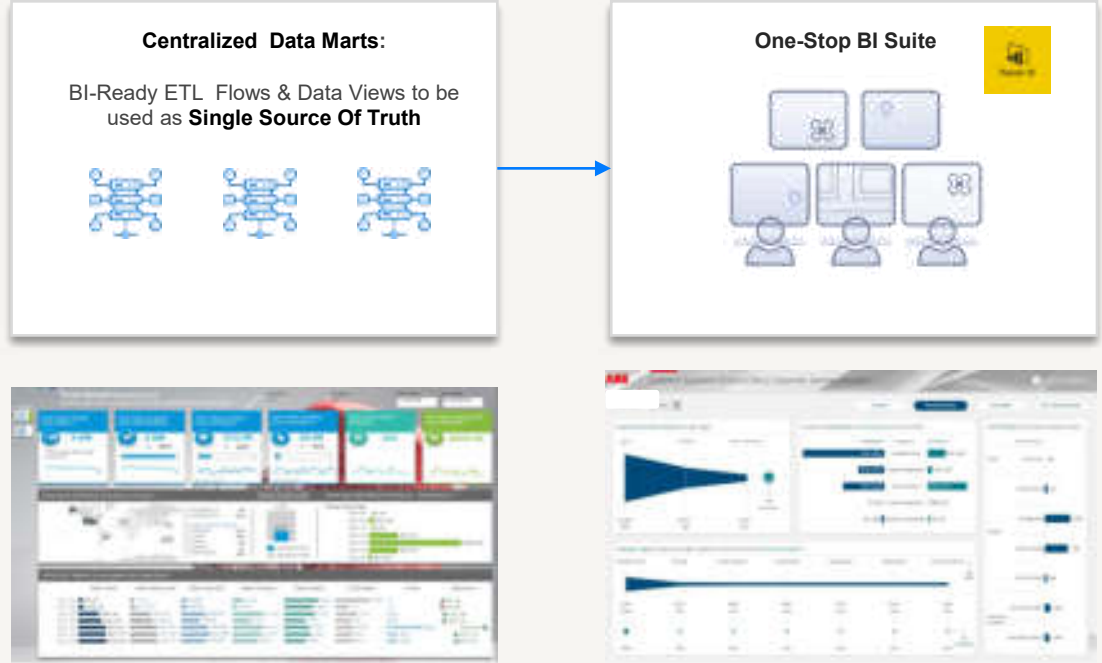
Consolidation

- One stop self serve BI Suite in Power BI
- Anomaly Detection & Alerting System
- Customized views based on user roles & goals

Exploration

- Marketing KPIs Tracking & Monitoring
- Enabling decisions for SteerCo
- Effective Campaign planning & Target setting

Leading Technology Software Services Provider



Business Outcomes

User Centric Power BI Reports, **Data Security & Governance**

40% Reduction in processing time for efficient decision making

Near **real-time alerting** system to spot outliers