Know your Marketing...

...and have a **powerful impact** on your business

Systencess Oy

www.systencess.com

We're all marketers now

For the past decade, marketers have been adjusting to a new era of deep customer engagement. They've tacked on new functions, such as social-media management; altered processes to better integrate advertising campaigns online, on television and in print and added staff with Web expertise to manage the explosion of digital customer data.

To engage customers for whom "push" advertising is increasingly irrelevant, companies must do more outside the confines of the traditional marketing organization. At the end of the day, customers no longer separate marketing from the product - it is the product. They don't separate marketing from their in-store or online experience - it is the experience. In the era of engagement, marketing is the company.

The shift presents an obvious challenge: if everyone's responsible for marketing, who's accountable?

In a memorable anecdote, one of former Chrysler CEO Lee Lacocca's key hires, Hal Sperlich, arrived at the automaker in 1977 as the new vice president of product planning. His first question: "Who is in charge of quality?"

"Everybody," a confident executive replied.

"But who do you hold responsible when there are problems in quality?" Sperlich pressed.

"Nobody."

"Oh, shoot," Sperlich thought. "We are in for it now."(1)

"Help everyone see the forest *and* the trees"

Tom French, Laura LaBerge, and Paul Magill, McKinsey Quarterly July 2011

1) David Halberstam, The Reckoning, first edition, New York, NY: Avon Books, 1986. In Halberstam's telling of the tale, Sperlich used an expletive that rhymes with "hit"

The marketing team is accountable for an organisation's marketing, SIMPLE!
The problem is you don't always know the impact of your actions and decisions.

Systencess is a Finnish company specialising in marketing metrics.
You probably haven't heard of us, but we don't think that matters.

What does matter is that with a bit of our help and some very clever tech, we can help you track and report on your offline & online multi-channel marketing right through to sales.

Your marketing decisions can be powered by actually knowing what is working now, and over time.

Measuring marketing effectiveness at every level can be a reality without a 'big ticket implementation'.

Coupling this with the granular and big picture reporting you will be able to provide on marketing activity to the senior management team - whenever you or they need it - makes Systencess a compelling proposition.

"Real time tracking of RoI across all your marketing channels"

Contact Systencess today, and get the bigger picture. Visit systencess.com or email us at enquiries@systencess.com

“In a nutshell”

With marketing spread from online social networking, banners and affiliates to exhibitions and printed catalogues, the challenge is to know which is best supporting your objectives, and ultimately sales. You already have many activity based reports - but how often can you look across all your marketing and assess which activity is giving you the best ROI? Systencess is a simple solution which gives you the big picture by extracting data across multiple channels and from different data silos, enabling real time measurement and analysis.

Simple to set up, simple to use, exceptionally cost effective, reducing time delays and the administrative burden, clients such as Nokia, Fujitsu-Siemens and Luxus Media use our solutions to provide the visibility needed to help drive businesses forward.

“Get instant analysis of any channel or campaign”

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Multi-channel tracking

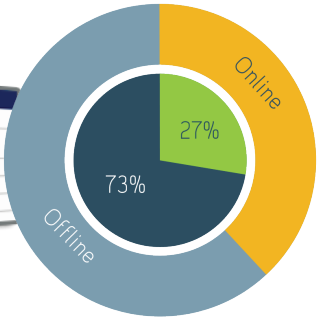
"When looking across your marketing you need to know what is working...

Compare ROI data across all channels in real time.

Focus on one area over a specified timescale.

Off line, week 9

Channel	Reach	Conversion		Order Revenue		
	Contcacts	Nbr. Of Sales	Convesion Rate	Cost	Revenue	ROAS
Retail Store	56,727	14,462	25.49%	1,550,000	1,735,434	11.96%
Phone sales	14,723	313	2.12%	15,192	16,879	11.10%
Mail Orders	178,779	1,661	0.93%	101,170	111,269	10.01%



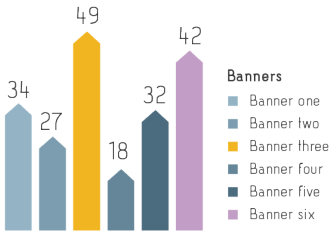
Drill down to one specific channel, and instantly understand the best performing campaign.

Top 5 Banners by Conversion rate, week 9

Creative Name	Campaign Name	Reach	Engagement				Conversion		Order Revenue		
		Impressions Delivered	Click	CTR	Total Activities	Non-Sales Activity	On-line sales activity	Conversion Rate	Media Cost	Revenue	ROAS
banner_300x250	Campaign 1	919,380	7,455	0.81%	1,632	1,380	242	3.25%	32,799	53,225	62.28%
banner_160x600	Campaign 1	4,257,165	5,808	0.14%	1,766	1,504	262	4.51%	32,799	35,484	8.19%
WideSkyscraper	Campaign 2	2,209,095	4,507	0.20%	1,324	1,126	198	4.39%	31,159	26,613	-14.58%
banner_300x250	Campaign 3	1,591,133	4,404	0.28%	618	526	92	2.08%	8,200	12,419	51.46%
banner_763x46	Campaign 115	2,162,689	1,530	0.07%	88	75	13	0.86%	3,280	1,774	-45.91%

Top 5 Banner Campaigns, week 9

Campaign Name	Reach	Engagement				Conversion		Order Revenue		
	Impressions Delivered	Click	CTR	Total Activities	Non-Sales Activity	On-line sales activity	Conversion Rate	Media Cost	Revenue	ROAS
Campaign 1	5,694,200	14,589	0.81%	1,632	1,380	242	1.66%	65,597	88,709	35.23%
Campaign 2	2,540,459	4,507	0.14%	1,766	1,504	262	5.81%	32,799	35,484	8.19%
Campaign 3	1,591,133	4,404	0.20%	1,766	1,504	262	5.81%	31,159	35,484	13.88%
Campaign 10	1,591,133	4,404	0.28%	618	526	92	2.08%	12,200	12,419	0.97%
Campaign 115	2,162,689	1,530	0.07%	88	75	13	0.86%	2,660	1,774	-27.86%



Invest more in the campaign that is working.

...so that you can focus efforts to generate the best return on investment"

Clients who use Systencess value us for different reasons.

Ten outcomes that benefit Systencess users:

1. With Systencess help we are now mapping business KPIs against all our marketing, this accountability has raised marketing's profile within our senior management team

2. We now easily see which channels and campaigns generated the largest number of purchases, which has transformed our request for budgets and subsequent planning

3. I now have a clear picture of what's working both online (email, Newsletters, ad banners, Facebook, Affiliates and Google search) and our more traditional offline activity (catalogues, direct mail letters and phone sales)

4. We now have the capability to run reports showing ROI and average order value by channel type and at a granular campaign level, whenever we want, saving us hours and hours in collating data

5. I now have 'end to end' reporting of all marketing activity, providing me with analysis for confident sales forcasting

6. It has enabled our marketing strategy to be both more responsive and take a longer customer life-time view, simply because we now have the information to do so

7. I can now better focus my efforts, so our minimal resources are spent on activity and campaigns that are generating revenue

8. Systencess expertise helped me develop metrics for all our marketing activity, which speeds decision making

9. I now have reliable information to be truly accountable for the responsibility I am entrusted with i.e. manage our marketing

10. Now I don't need to wait for my agency reports, I know what's going on, whenever I want, but better than that so does everyone else in my organisation

Do any of the above experiences sound familiar?

Now you can easily respond to 21st century multi-channel, RoI marketing.

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