



UNDERSTANDING THE VALUE OF MARKETING

Leverage advanced analytics to create and convert opportunities.

ALLANT[®]

What's the Impact of Your Marketing Investments?

According to The CMO Survey, organizations spend 11.7% of their total budgets on marketing—but less than half of businesses (48.8%) use quantitative metrics to understand the impact of their marketing spend.

Your marketing team probably uses many of the activities below to create awareness and generate leads. This eBook will show you how you can determine their contribution to sales and revenue.

Addressable Marketing Activities

- Email Campaigns
- Webinars
- Whitepapers
- Videos
- Live Chat
- Tradeshows

Non-Addressable Marketing Activities

- Display Advertising
- Paid Videos
- Paid Social
- Paid Search
- Television
- Radio/Other Mass Media

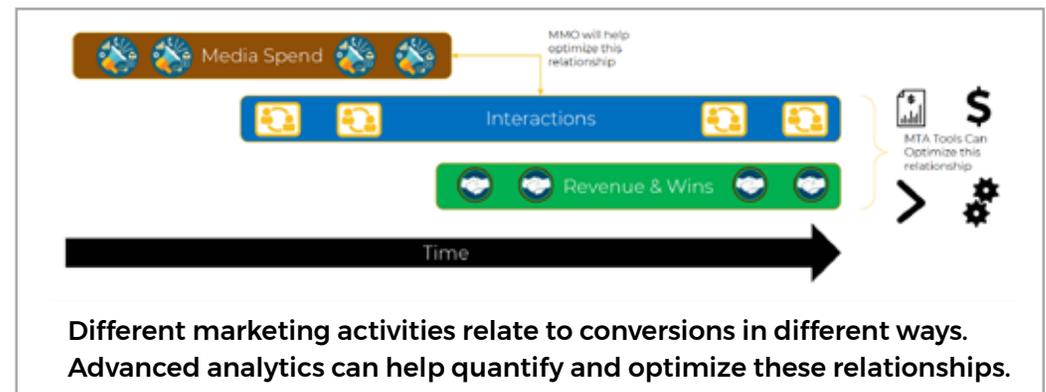


Maximize Your Marketing for Added Organizational Value

What if you knew how each of your marketing activities impacts the revenue potential of your sales opportunities? And what if you could choose the best possible combination of marketing activities for your target audience? In the next few pages, you'll learn how to:

- Determine the value of addressable marketing activities that drive pipeline creation and conversion. This is known as multi-touch attribution (MTA).
- Leverage your non-addressable media spend to influence and accelerate opportunities. This is known as marketing mix optimization (MMO).

By promoting activities that support each other, you'll convert more opportunities and increase their revenue potential. In other words, you'll make marketing much more valuable to your organization.



Multi-Touch Attribution (MTA) Tools

For MTA to be effective, marketing teams need answers to four key questions:

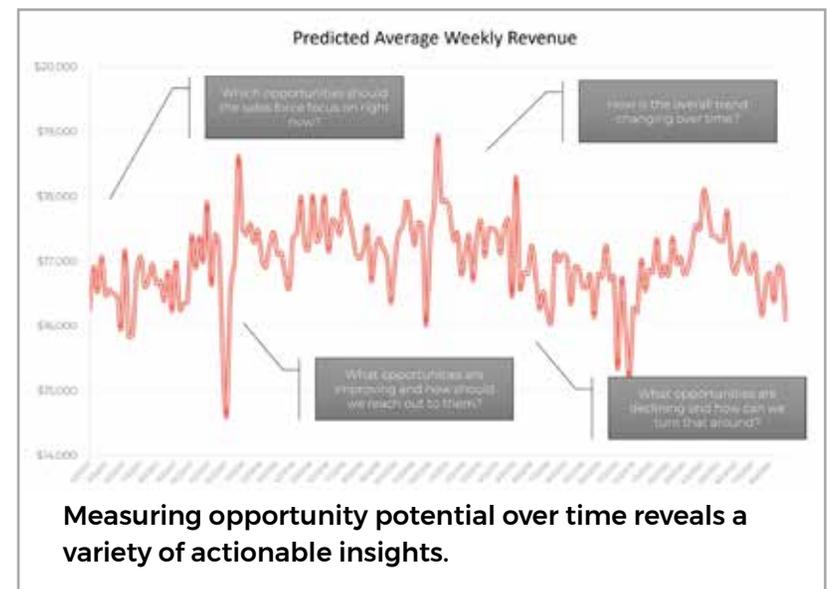
- 1 What is the revenue potential of a given open opportunity?
- 2 How much does each interaction contribute to the value of an opportunity?
- 3 What combination of interactions can maximize conversion efficiency?
- 4 What's the best way to proceed with each opportunity?



How MTA Can Increase Revenue

To predict the revenue potential of any open opportunity, or a portfolio of open opportunities, all you need is some historical knowledge of past interactions. Analyzing this information makes it possible to:

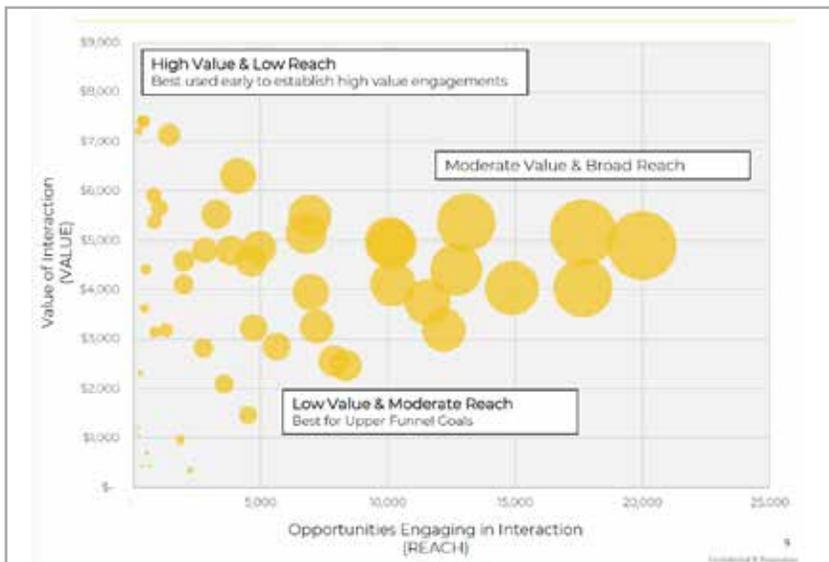
- Score opportunities and develop appropriate nurturing plans
- Engage your counterparts in sales to close high-ranking opportunities
- Move low-ranking opportunities up the value chain
- Monitor trends to ensure ongoing pipeline health



Attributing Value to Marketing Interactions

When you have insights into how each marketing interaction—across channels and offers—contributes to an opportunity, you can evaluate different activities based on their value, reach, cost, and conversion impact.

You can also group interactions for maximum effectiveness: For example, if you're promoting an analyst report through syndicated content, you can increase its impact with a paid search campaign.



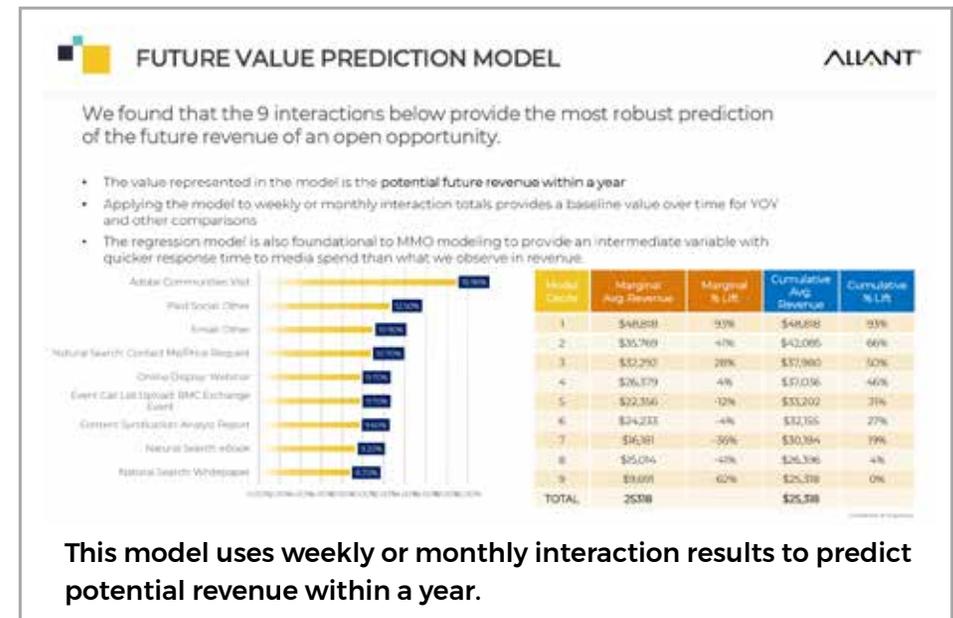
Insights into the impact and reach of different marketing interactions can improve deployment strategies.



Predicting Your Best Next Steps

Allant Group has developed a recommendation engine that uses data from past marketing interactions, along with business rules, to help you determine your next best course of action for each open opportunity.

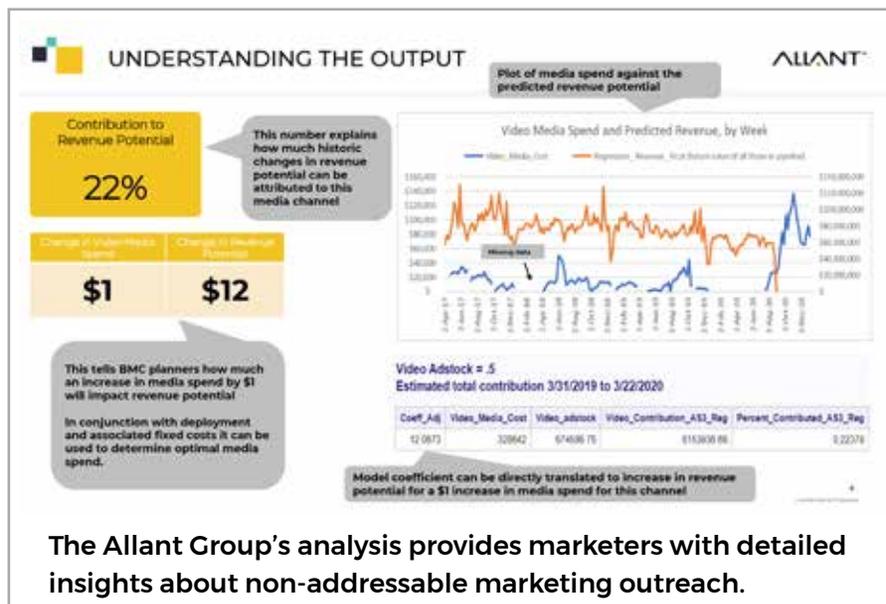
The algorithm considers the value of each recommended action, its potential conversion impact, and its likelihood to generate a response.



How Media Mix Optimization (MMO) Works with MTA

MMO supplements your MTA efforts by providing insights into your non-addressable media spend. Using an Excel-based Scenario Planning Tool, you can quickly see how specific tactics affect revenue generation:

- Calculate lag and decay effects, based on the correlation between media spend and revenue opportunity
- Adjust dataset timing, based on the calculated lag and decay effects
- Predict optimal media spend for all channels, relative to each other



Armed with this information, you can increase media that strongly influences revenue, investigate new channels, examine geographic differences, and integrate other costs associated with the deployment of each channel.





Trust The Allant Group for MTA and MMO

Together, multi-touch attribution and marketing mix optimization work to increase the value of your marketing—and your marketing department.

To learn more about these and other data-driven marketing tools designed to enhance your ability to generate qualified leads, please give us a call at 800-367-7311 or go to allantgroup.com/contact.

ALLANT[®]

©2021 Allant Group, LLC. All Rights Reserved.