

## Sales and Marketing Analytics

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### **Business Knowledge, Upgraded**

Competition is intensifying, and businesses require greater accountability from their investments. To be successful, marketers need to know what they are getting from their marketing expenditures, both above the line and below the line. A differentiating value proposition must be designed and offered to create a sustainable competitive advantage. The right investments, supporting the right value proposition, unlock value and drive success. The Sales and Marketing Analytics practice helps clients determine the optimal value propositions, and the investments needed to turbo-charge growth.

### **Strategic capabilities and services:**

**Value Proposition Engineering:** A value proposition includes the product features, the pricing, and the experience – as well as the channels through which it is offered. We develop simulation tools that help clients assess how their value proposition will fare against competitive offerings. The insights drive maximum market share by identifying the optimal value propositions for each customer segment.

**Marketing Mix Modeling (MMM):** MMM is a statistical technique used to understand the individual and combined contributions of each multichannel marketing investment to business results. Primary sales drivers are identified, and the return on investment for all advertising and marketing expenditures is determined. Strategic decision making is fueled by true insight into every component of a campaign, so clients can determine the effect and shelf-life of different creative vehicles (i.e., TV spots or online ads), and how placement impacts results. With these insights, companies can optimize marketing investments for stronger results.

**Forecasting and Scenario Simulation:** We build tools powered by marketing mix models that simulate the likely results of investments in various channels -- enabling companies to proactively optimize every program. Marketing investment scenarios help companies to proactively determine where to apply resources to get the most out of every marketing dollar.

**Offer Optimization and Lift Modeling:** Offer optimization allows marketers to move away from a "one size fits all" offer strategy, and tailor incentives/approach plans for better results from each customer segment. Marketing programs can be refined from multiple perspectives, such as maximizing incremental sales for a given budget or maximizing incremental profit. It is this concept of incrementality – revenue attributed to a particular effort – that is critical. Lift modeling helps by identifying the most promotion-sensitive customers – ideal for the optimization of targeted marketing applications. With the marketer's budget constraints as a factor, lift modeling can help determine the audience that will generate maximum revenue gains

**Campaign Analytics:** Allows a business to effectively assess whether a particular value proposition supported by a specific investment had a significant impact or not. These analyses are customized against business objectives across the customer lifecycle, which could range from acquisition to retention. These analytics serve as the barometer that determines the success of a

campaign, and also to identify what needs to be modified or tested in the next campaign (targets or value proposition) to drive business growth

**Experimentally Designed Test and Learn:** Improves program results through a scientific testing approach that utilizes experimental design techniques. By testing multiple campaign attributes at once, we efficiently increase the variance being tested, and drive more value from fewer tests. When done correctly this technique can be applied in multiple domains (i.e., contact center scripts, direct mail creative, email content, website design) to drive transformational improvements.

### Why TeleTech

Our analytics team integrates sophisticated data modeling — using machine learning and econometrics — together with strategic consulting to enable the capture and analysis of meaningful data. The result is the intelligent execution of tactics that positively impact the customer experience. We have experience with a variety of in-house and SaaS-based analytics tools, and can embed our analytic solutions into automated, repeatable processes at scale. Our solutions answer questions about “what has happened” and “why did it happen”— the domain of traditional reporting and statistical analysis — as well as “what is likely to happen” and “what is the best that can happen” — the domain of predictive analytics and optimization.

### Contact TeleTech:

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