



Case Study



Measuring the Impact of Marketing

Integrated Sales and Marketing to Understand What Campaigns are Most Effective



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Measuring the Impact of Marketing

Business Challenge

A leading bedding retailer in the U.S. sells its beds through more than 500 stores and an e-commerce site. Lacking one version of the truth, identifying successful marketing tactics was challenging. Prior to this project, the company was communicating with its participating channels and stores using SQL Server. Applications interfaced and fed data to multiple systems. Reporting was spread across multiple IT solutions including spreadsheets; consequently, providing analytics was time consuming and unorganized.

Solution

eVerge Group was engaged to develop BI strategy, as well as design, develop, and deliver an integrated sales and marketing analytics solution. The BI implementation was complex and required conversions of multiple legacy processes for integration. As part of the project, eVerge Group:

- Analyzed data in source systems and determined gaps in transactional implementation
- Implemented Oracle Business Intelligence applications
- Integrated five different sources in a data warehouse
- Delivered 5 scorecards to analyze ROI, Media Spend, Inquiries, Campaign effectiveness and Customer Conversion percentage
- Delivered dashboards to analyze media buy, campaigns, offers, and treatments
- Delivered BI segmentation and created lists to launch CRM campaigns
- Delivered 10 custom subject areas to support ad-hoc analysis

The company also relied on eVerge Group to conduct workshops and training and provide support for the solution after release.

Results

The implementation of BI dashboards and segmentation resulted in a consolidation of 60 disparate reports down to 10 reports that integrate sales and marketing data, enabling the company to better assess the direct effect of marketing on sales. Future phases included integrated service and loyalty data as well.

Industry

- Retail
- Manufacturing

Key Success Factors

- Improved dashboards
- Ad-hoc analysis capabilities
- Standardized reports
- Ability to segment and create lists