

# Performance Management Technology Makes Closed Loop Analysis a Reality for Marketing Organizations

**Marketing Firm deploys HardMetrics for real-time campaign analysis, saving 100% time, effort and cost previously required for marketing performance management**

## Profile

**Industry:** Marketing

**Key Business Processes:**  
Lead Generation, Marketing Campaign Management

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## Business Mandate

This marketing firm is the leader in outsourced marketing program management. The company offers lead-generation campaigns and strategies for B2B organizations using a variety of vehicles, including Webinars, podcasts, white papers, physical events and rich media. Like any marketing organization, this company’s goal is to create custom campaigns that:

- Align sales/marketing processes and goals
- Drive increased sales
- Improve accountability
- Deliver exceptional return on investment

The firm’s success and customer retention is dependant on its ability to quantify the success of the campaigns it runs. The company’s main client deliverable is information and analytics that help determine campaign ROI.

However closed loop analysis is an uphill battle for any in-house or outsourced marketing organization, because it involves correlating disparate sources of information, including data from marketing management platforms, sales force automation databases and financial accounting systems. In many enterprises, KPIs that are pivotal to analyzing a campaign’s success, like click-through rates, open rates, conversion rates, sales pipeline reports and booked revenue, are still being captured by excel spreadsheets, making it a time-consuming exercise to ‘crunch the numbers’ to understand what happened. What’s worse, is a delayed analysis of a campaign often proves to be too little too late, after thousands or perhaps even millions of dollars have been invested into the campaign.

“We believe in understanding and reporting on leading campaign indicators - what’s going when it is going on,” commented the President of the firm. “This allows us to initiate immediate action if any part of the campaign is not performing to plan.”

## Technology Challenge

The company manages all its campaigns from Eloqua, a marketing automation software platform. While Eloqua does a great job of generating marketing campaign reports, the marketing firm was challenged with bridging the information gaps between campaign activity and sales outcome. Campaign

conversion, resided in other systems like Salesforce.com. To keep up with a list of growing clients, the company was forced to dedicate full time resources to client reporting. "In order for us to accurately report on 'lead to pipeline' conversion rates and other KPIs, we had to pull together 40 different reports for each client," noted the company's Director of Analytics. "There were mountains of reports, charts and graphs but it was a lot of work to make sense of the data for complete closed loop analysis." The President added: "If we did not do something quickly, there was just no way, we could scale to support new business."

The marketing firm evaluated an OLAP analytic tool to map data from Eloqua to Salesforce.com for real-time campaign analysis, but decided against this approach. "All OLAP based solutions require a lot of back-end programming to bring the relevant data into a warehouse," continued the Director of Analytics. "And OLAP tools would also require a further investment in two to three additional resources including a database administrator, a programmer and another analyst. Given our previous experience with a couple of BI platforms, I was not convinced we would get the analytic flexibility our clients demanded with the urgency they required and at an affordable price."

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## HardMetrics Solution

The marketing firm learned about HardMetrics through a business partner. "I was very skeptical when first introduced to HardMetrics Performance Manager," commented the Director of Analytics. "HardMetrics was positioned as a performance management solution, but it claimed not to require any database modeling, cubing or customization that other BI tools typically mandate. It was not until I handed over a couple of files to the HardMetrics team and received within hours, a configuration of our own business data, that I felt we had hit on something truly remarkable."

HardMetrics has provided the firm the ability to drill down into any level of campaign detail in order to understand its effectiveness while proactively identifying problems and fixing them immediately. "HardMetrics helps us automate data extraction from our Eloqua platform and merge it with any other data source," noted the Director of Analytics. "We can ask questions like, 'how much we spent on each media promotion,' 'did our clients close a sale as a result,' 'how many new sales did our clients make within 30 days of the campaign,' and get answers within minutes."

Internally, the firm is using HardMetrics to drive measurement and accountability at every level of the business including the management of KPIs for Profit/Loss, sales closure rates as well as client retention ratios.

## Results

The HardMetrics solution has been in production at the marketing firm for less than six months but the firm has already experienced several benefits including:

- Automation of a previously manual-intensive process for reporting and analytics
- Freeing up headcount for higher-level strategic IT initiatives
- Cost avoidance of hiring 2-3 more technical resourced to support increased client requirements
- Ability to 'hook' into customers' sales data silos to demonstrate hard campaign ROI for closed loop analysis
- Flexibility to modify dashboards, scorecards and reports on 'the fly' by end-users without reliance upon or burdening internal engineering or IT support groups

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With HardMetrics in place, the marketing firm is currently capturing: response rates, open rates, lead scoring, event attendance, click-through rates, conversion rates and several other KPIs that are meaningful in marketing campaign management.

When asked if he could identify the biggest benefit HardMetrics offered him personally, the Director of Analytics concluded, "As a one-person analyst team, HardMetrics is allowing me to do the work that would usually take a large team to accomplish. The ability to throw a file into the HardMetrics engine and configure it automatically is unbelievable. No other market solution can do this in the time and with the ease HardMetrics offers."



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