

Global Lighting Manufacturer

Boasting Marketing Technology Performance

Our client was in the midst of maturing their marketing and digital marketing capabilities. One of essential enablers of progression was marketing technology. Yet the client had not applied a deliberate approach to managing their current investments and making new investments. They asked CMG to help put systems in place that would allow them to understand technology innovations, optimize their current investments and elevate their approach to acquiring new technologies. CMG leveraged our 13 point marketing technology system to build a sustainable marketing technology strategy and acceleration adoption.

Think

Maximizing marketing technology begins with understanding how that technology is performing today and identifying ways to maximize performance of current spend. We tried to answer the following questions:

- Where are we currently spending?
- What is that spend supporting?
- How is it performing?

Move

We identified a specific business unit and product category we could immediately accelerate our strategy and initiated three sprints over two months to drive category sales.

Specifically we developed a eCommerce cross marketing function sprint team (e.g. MarCom, Channel Marketing, etc.), secured a war room, identified ways to leverage current analytics platforms better and met every week to direct new digital marketing spend.

Do

A strategy is only as good as the teams ability to activate and sustain continued progress towards the goals you have defined. We develop a practical marketing technology strategy that focused on addressing the following:

- How could regional and global marketing organizations work collaboratively to manage investments?
- Where do we focus first to drive revenue?

A Marketing Technology Strategy

Over the course of 12 weeks we were able to identify investment waste, redeploy technology investment and support ~\$15mm in current and future growth



2:1

Valuation

Business Alignment	Portfolio Mapping
Performance Assessment	Readiness Assessment

Identified marketing technology was underperforming at a rate of 2:1



5

Strategy

Future State	Strategy Playbook
Prioritization & Sequencing	Agile Activation Planning

identified 5 of the 13 marketing system elements for the client to focus on



\$5mm

Acceleration

Sprint 1	Sprint 2
Sprint 3	Digital Analytics

Accelerated implementation of these 5 elements specifically in eCommerce to generate \$5mm

