

LLYC

**Marketing
Impact**
by LLYC

MAKING MARKETING ACCOUNTABLE

ROI EVALUATION

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MARKETING IMPACT

INTRODUCTION

Marketing Impact is LLYC's global business unit dedicated to audit, train, deploy operational models, and monitor marketing and communications activities at worldwide corporations, agencies, and public organizations to help increase efficiency, profitability, and accountability. Thanks to a step-by-step evaluation and systematic approach, Marketing Impact can help determine the real economic impact of projects and campaigns for companies, foundations, NGOs, and public organizations.

SOME BACKGROUND

Marketing Impact has helped companies across the world and its methodology is currently in use in more than twenty countries. Companies like Heineken, Philips, Novartis, Sanofi, Mapfre, EDP Renewables, and Schneider Electric have already benefited from it. Leading business schools in Europe and Latam have also embraced Marketing Impact's know-how as part of their executive education programs. Marketing Impact's contents have been featured by Forbes Magazine, the American Marketing Association (AMA), and the Association for National Advertisers (ANA), among others.

All of Marketing Impact's services aim at providing marketing, communications, stakeholder, and sustainability managers with tools that can deliver economic efficiency and accountability.

1 **MARKETING AUDIT**

Kicking tires about efficiency and profitability

2 **CUSTOMER VALUE SNAPSHOT**

How much is a customer really worth in cash?

3 **ATTRIBUTION MODEL**

Ad-hoc for your product or service and in your market

4 **ROI SENSITIVITY ANALYSIS**

Project economic validation prior to investing

5 **ROI EVALUATION**

Turn-key project or campaign ROI evaluation

6 **MARKETING EFFICIENCY PROGRAM**

Comprehensive full management model

7 **STAKEHOLDER IMPACT PROGRAM**

Managing relations for business impact

8 **3D SUSTAINABILITY PROGRAM**

Business-driven social and environmental impact

WHAT IS A ROI EVALUATION?

The Marketing ROI Evaluation is a solution Marketing Impact offers to companies and organizations of all sorts to primarily satisfy the need to find out what is the real economic impact of a given project or campaign on the profit and loss account of the business, business unit, or product line. It is a turn-key solution that focuses on a single project or group of projects or campaign, delivering a comprehensive econometric evaluation report. It defines projects actual return on investment (ROI) in a robust and credible way outside the marketing department.

BENEFITS

By using the ROI Evaluation solution, you will be able to:

- **Decide whether to invest or not in a project based on objective and unbiased criteria**
- **Check projects commercial viability, breakeven point, and best scenarios prior to investing**
- **Calculate the actual return on sustainability, marketing, or stakeholder management projects or campaigns and finally treat them as investments rather than as costs**
- **Overcome the lack of support and credibility of previous evaluations or the skepticism about the evaluation of projects**
- **Define the opportunity cost of your projects and therefore be in a better position to negotiate budgets internally.**
- **Finally find consensus about the real economic contribution of marketing to the business and respond to the much-dreaded question of "...what is this project going to bring to the business?"**
- **Isolate the effects of marketing on the profit and loss account for the product, family, or business unit.**

- **Finally find consensus about the real economic contribution of marketing to the business and respond to the much-dreaded question of "...what is this project going to bring to the business?"**

WHAT DOES IT MEASURE?

This solution is specifically tailored to measure the actual return on the investment of the project or campaign under evaluation. Furthermore, it will deliver a full set of metrics that will be monitored based on the ROI Matrix. These metrics will include but not be limited to:

Positioning metrics

Such as intention to purchase, seeing the product or brand's specific intangible attributes, etc.

Education metrics

Those that will reflect if customers and consumers have acquired the knowledge needed about specific transactional characteristics. Distribution, price, discounts, functional characteristics, etc.

Interaction metrics

Those that refer to what customers actually do. Clicks, attendees, samplings, test drives, visits, likes, engagements, etc.

Cost

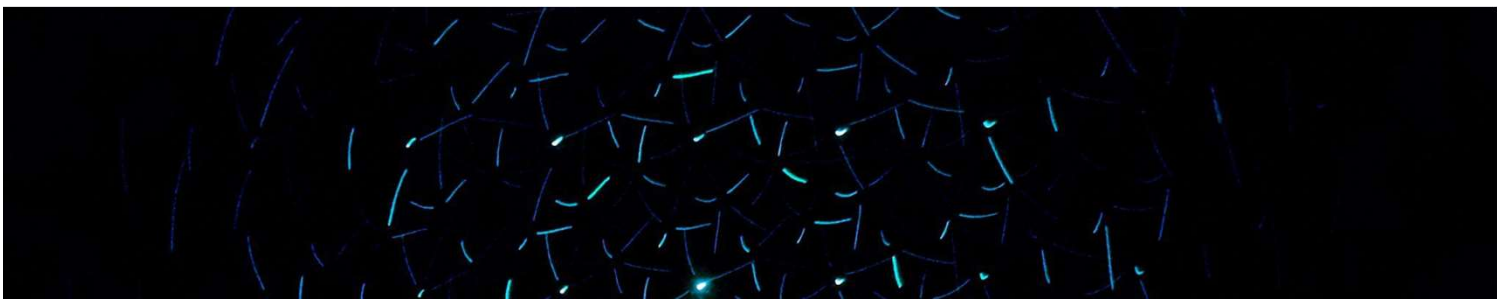
Real money outflows.

Revenues

Real money inflows.

Return (ROI)

Actual profit or loss.



DELIVERABLES

HOW IS IT DONE?

As a turn-key consulting project, the ROI Evaluation works through internal and external information about the business in general and the project or campaign in particular. Marketing Impact works to gather all internal data needed as well as collecting the external information that is key to isolate the effects of marketing on customers and consumers' behaviors. Marketing Impact will analyze all this information and elaborate two comprehensive reports. The first one, will be delivered prior to investing and will include an ROI Sensitivity Analysis that will facilitate the go-no-go decision-making. The second, one will inform about the actual performance of the project and its return (ROI), conclusions, and recommendations.

Two complete reports with information about all performance indicators including the actual economic return (ROI) of the project or campaign.

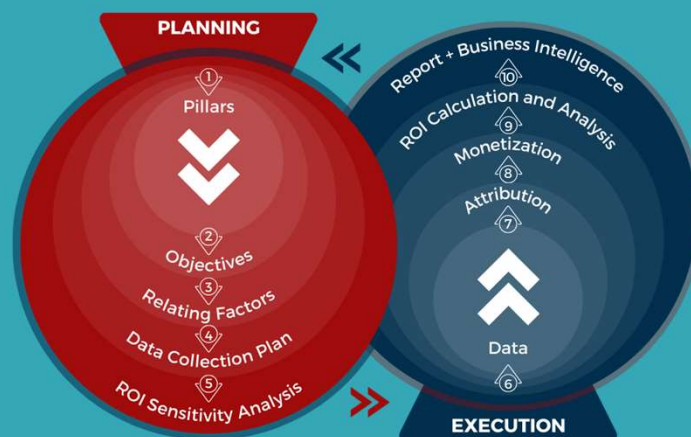
Report 1

- Objectives
- Attribution model
- Monetary conversion criteria
- Commercial viability
- Breakeven point
- Expected ROI
- Best scenario
- ROI Sensitivity Analysis

Report 2

- Positioning performance
- Education performance
- Interactions performance
- Actual costs
- Actual revenues generated
- Actual ROI
- Conclusions and Recommendations

The whole process entails two phases: a planning phase and an execution phase that will determine data to be gathered, processed, and analyzed.



**MAKE IT COUNT. BE
ACCOUNTABLE**

CONTACT

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BUDGET

The budget is based on the number of segments, categories, and markets. As well as the type and number of marketing projects to be evaluated.

For a small-medium company, it typically ranges from USD 8,000 to USD 16,000, and in the case of larger businesses and multinational companies USD 18,000 to USD 40,000.

Estimates need to be defined in every case.