

LLYC

**Marketing
Impact**
by LLYC

MAKING MARKETING ACCOUNTABLE

**ROI SENSITIVITY
ANALYSIS**

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MARKETING IMPACT SOLUTIONS

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.

Marketing Impact by LLYC

All of Marketing Impact's solutions 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 THE ROI SENSITIVITY ANALYSIS

The ROI Marketing Sensitivity Analysis is an extremely valid instrument to evaluate projects and campaigns, from the economic point of view, prior to investing in them and as a way to validate go-no-go decision-making processes and marketing planning in general.

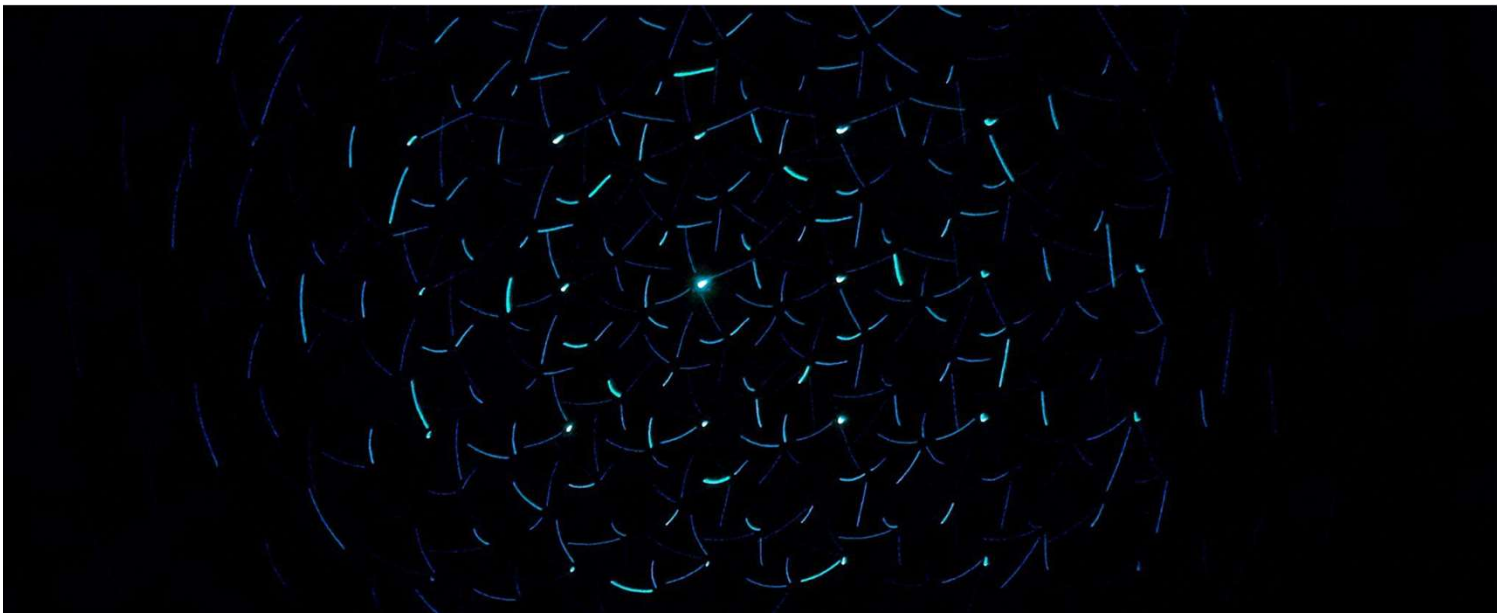
It is a turn-key solution that works hand-in-hand with your marketing team to define projects' profitability as well as breakeven point, and commercial viability prior to investing in them.

It will also help to optimize the use of resources aiming at getting actual business results. It can be used to validate one project, several projects, or a whole campaign. It can also be transversal, for instance, when evaluating a type of media or channel across your whole sales and marketing organization. You choose its scope! Your choice will condition the length of the service and its budget.

WHAT DOES IT MONITOR?

The ROI Marketing Sensitivity Analysis will help you to make the right and business-oriented choice when it comes to deciding whether to invest or not in a project or campaign. Regardless of the channel or type of media (digital or not), the ROI Marketing Sensitivity Analysis will follow, step by step, a systematic approach that will monitor the following variables:

- **Objectives setting**
- **Attribution model build-up**
- **Monetary conversion criteria**
- **Profit or loss if objectives are met**
- **Breakeven point**
- **Sales increase needed for the project to pay itself**
- **Viable kick-off scenarios with defined profitability**



HOW IS IT DONE?

The ROI Marketing Sensitivity Analysis can only be undertaken at the project or marketing planning stage. This is a solution that aims at facilitating a go-no-go decision. In general, it is conducted through a series of interviews with the people in charge of the project to obtain data to be processed, analyzed, and transformed into a project fact sheet with all the deliverable information.

It includes the following steps:

1

DATA COLLECTION

Collecting information about the project objectives. Defining whether they are marketing and/or business objectives. Data gathering about products and services being promoted, profitability measurement and alignment, etc.

2

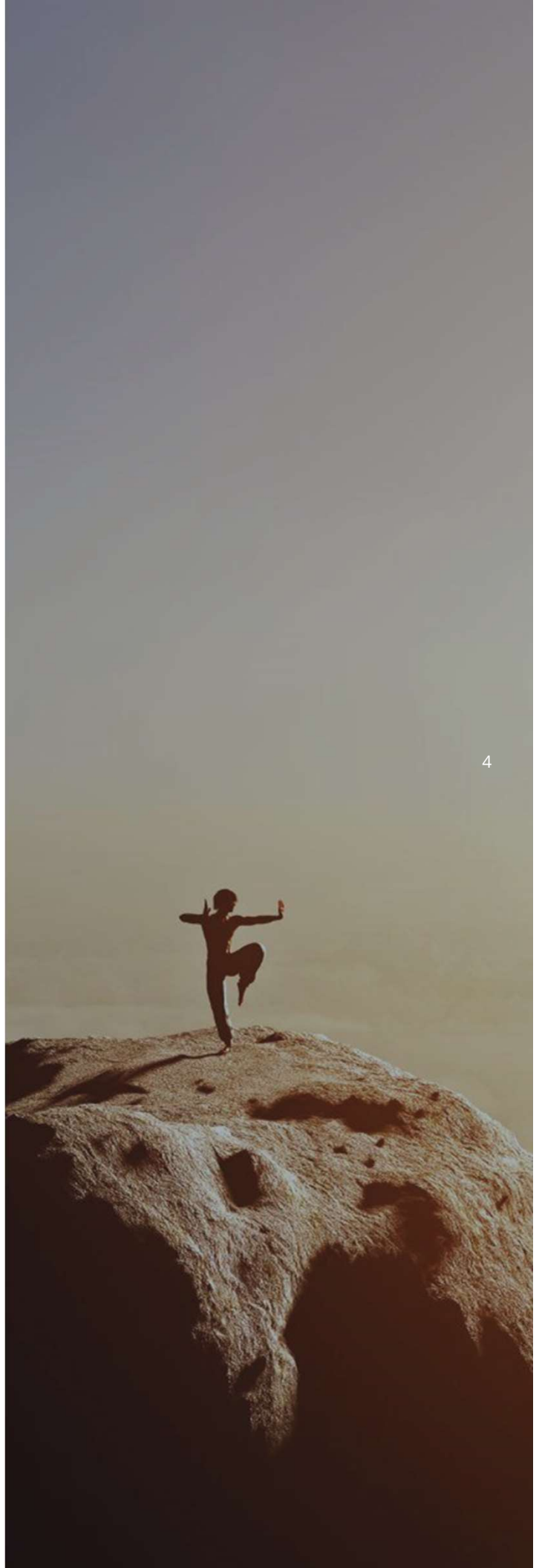
DATA REVIEW

Reviewing decision-making processes and attribution model (or helping to generate it). Defining monetary conversion criteria. Revising objectives. Depth and scope of current monitorization system. Review of reporting models.

3

DATA ANALYSIS

Evaluating whether the project will make money if objectives are met. Defining breakeven point and commercial viability. Optimizing scenarios. Fact sheet report with recommendations.



DELIVERABLES

REPORT

The ROI Marketing Sensitivity Analysis report consists of a project or campaign fact sheet that includes but may not be limited to:

Attribution model review and needs.

Monetary conversion criteria definition.

Profit or loss if objectives are met.

Project breakeven point in terms of sales and commercial viability.

At least 2 profitability scenarios based on the variables you have under control.

Benchmarks if available.

Conclusion and recommendations.

BENEFITS

- An independent econometric pre-investment evaluation with a robust argument for budgeting support.
- Better decision-making that is aligned with the business.
- Improved chances of obtaining a real, measurable economic impact.
- Better resource allocation based on projects profitability.
- Preventive savings on projects that are a money-losing propositions.
- An unbiased perspective providing objectivity.
- An analysis by a significant pool of experienced resources already present in major countries and in several industries.
- Coordinated consultation and aligned issue resolution across the marketing department and reporting levels.
- A systematic and pragmatic approach that shows issues and provides solutions prior to investing.
- Proven reliability and consistency.
- No disruption in current processes. The whole solution can be run remotely. No need for travel expenses. Flexible agendas.

BUDGET

The ROI Marketing Sensitivity Analysis is included as part of broader programs and services such as the Marketing Efficiency Program (MEP). If acquired as a stand-alone, it is a subscription-only service. Organizations pay a monthly fee that allows them to deliver the project-related information regularly and received as many project fact sheets as their subscription package allows. For large corporations, special deals can be brokered based on volume.

1 Demo individual project or campaign US\$ 6,500.-

The annual subscription plans shown below are per ROI Marketing Sensitivity Analysis (one per project)

1 to 5 projects per month	US\$ 6,500 / month x 12 months
6 to 10 projects per month	US\$ 11,500 / month x 12 months
11 to 20 projects per month	US\$ 20,000 / month x 12 months

More than 20 projects per month: to be negotiated



The LLYC logo is displayed in a bold, white, sans-serif font in the top left corner. The background of the entire page is a dark, moody photograph of a laptop keyboard with a blue and purple light gradient overlay.

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MAKE IT COUNT. BE ACCOUNTABLE

CONTACT

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