



Data- or fact-based insights are critically important in telling a more meaningful story regarding marketing contribution to the achievement of key business objectives. They facilitate a narrative based on impact and operational metrics.

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insight into marketing investment and therefore **ROI** on various investments



Challenge

- Undertake marketing organization transformation to turn the function into a **strategic contributor**
- Show the **impact marketing was delivering** with respect to funnel, account management and service-level agreement performance
- Identify areas that required support and/or modification



Solution

- Used the **Aligned Measurement Framework** to establish metrics and measurement process to provide impactful marketing results
- Identified key steps toward an **effective aligned measurement strategy**
- Leveraged best practices to **accelerate internal roadmap and development**



Result

- **Measured** lead performance, marketing influence, enterprise account engagement metrics
- Stalled opportunities and top funnel concerns **identified**
- **Diagnostics:** Real-time reporting dashboard aligned to business goals