



We needed to gain better visibility into our investments and performance, and with the help of SiriusDecisions, we were able to assess our current state and improve.

Former Sr. Strategic Consultant for Marketing Planning & Accountability

Gained

More accurate insight into marketing investment, and thus a better understanding of relative ROI



Challenge

Dell needed to improve a customer-centric marketing model and **transition away from product-focused marketing campaigns**. They also needed to refine their go-to-market approach and streamline how marketing spend was structured, planned and measured.



Solution

The team selected the **SiriusDecisions Campaign Framework** to inform marketing's adoption of a customer-centric approach. They utilized the **SiriusDecisions Strategic Budget Allocation Model** to support campaign development and execution, and the **SiriusDecisions Aligned Measurement Framework** to establish consistent measurement criteria.



Result

Marketing developed momentum for integrated campaigns that support cross-product go-to-market efforts. They established budget consistency and **opened new areas of performance measurement**. The central operations and planning teams have **expanded their roles to support the transition to a customer-centric go-to-market approach**.