



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.

Mike Blood

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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**.