



Companies that optimize their marketing function will achieve:

- **Improved campaign effectiveness due to appropriate mix of marketing vehicles**
- **A 50 to 80 percent decrease in time required to process and route prospect data**
- **A 60 percent increase in the number of prospects forwarded to sales**
- **Improved prospect to customer conversion rates**
- **Improved ability to measure campaign effectiveness**



Solution Overview: Marketing Optimization

Business Impact

A marketing organization that is not efficient or effective will exhibit poor performance. Key warning signs and business impacts that signal you could benefit from Marketing Optimization include:

- Use of limited marketing channels to create awareness and drive demand
- Inability to mine customer data for targeting
- Limited testing of messaging, offer, frequency, vehicle, etc.
- Failure by marketing and sales to capitalize on initial awareness and interest generated by campaigns
- Lack of follow up to a majority of prospects
- Conflicting goals and priorities between marketing and sales
- Low customer conversion rates
- Unknown campaign effectiveness

To improve marketing productivity, companies should initiate a comprehensive assessment of programs, processes, structure, and technology.

Value Delivered

Our Marketing Optimization solutions can help you align marketing with your company's business strategy by focusing on the four 'P's—Product, Price, Placement, and Promotion—to achieve a more effective and efficient marketing function that coordinates every customer touch point to maximize the customer experience.

Results from our recent Marketing Optimization projects include:

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- A 60 percent increase in the number of prospects forwarded to sales
- Improved prospect to customer conversion rates
- Improved ability to measure effectiveness

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Our Approach

We consider the unique aspects of your situation and draw on the tools and best practices we've developed over years of successful projects.

The components of our approach include:

- Marketing productivity
- Marketing channel mix optimization
- Market segmentation strategy
- Campaign planning and targeting
- Testing strategy and approach
- Customer lifecycle management
- Trigger-based marketing
- Database marketing
- Performance management

The technologies and tools involved may include:

- Customer relationship management systems
- Partner relationship management systems
- Campaign management tools
- Program management
- Prospect management systems



About Hitachi Consulting

As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, Hitachi Consulting is a recognized leader in delivering proven business and IT solutions to Global 2000 companies across many industries. We leverage decades of business process, vertical industry, and leading-edge technology experience to understand each company's unique business needs. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

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