



Solution:
Marketing

Overview:

With HardMetrics, Bulldog Solutions reduces 90% time, effort and cost previously required for closed loop analysis and marketing campaign management

Profile:

Industry:

Marketing Services

Key Business Processes:

Campaign Management, Sales

Client:

Bulldog Solutions is the leader in outsourced marketing program management for leading B2B organizations including: Hoovers, SAP, BMC Software, Nestle and New York Life



We believe in understanding and reporting on leading campaign indicators - what's going when it's going on. This allows us to initiate immediate action if any part of the campaign is not performing to plan.



Marketing Services Leader Drives Sales, Revenue and Market Share Impact

Business Mandate

Bulldog Solutions offers lead-generation campaigns and strategies for leading financial, healthcare and technology organizations, using a variety of vehicles, including Webinars, podcasts, white papers, physical events and rich media.

Bulldog's primary deliverables are qualified leads, information and analytics that help clients engage efficiently with prospects and determine campaign ROI. A thought leader in demand generation, Bulldog wanted to ensure its solution included 'closed-loop analysis' that would help clients measure the impact of Bulldog's marketing campaigns on sales and revenue. This kind of marketing ROI measurement involves a performance management strategy to 'close the loop' between marketing, sales, finance and customer service.

Closed-loop analysis is an uphill battle for any internal or outsourced marketing organization, because it involves correlating disparate sources of information that resides in many different systems across varying locations. This could be data from marketing management platforms, customer relationship management (CRM) databases, financial systems or event spreadsheets. In many enterprises, metrics that are pivotal to analyzing a campaign's success, like click-through rates, open rates, conversion rates and sales pipeline reports, are still being captured in Excel spreadsheets with no automatic roll-up to key performance indicators (KPIs). This is making it a time-consuming exercise to 'crunch numbers' to understand 'what happened' and 'why'. What's worse is a delayed analysis of a campaign, which often proves to be too little too late after valuable marketing dollars have already been spent.

"We believe in understanding and reporting on leading campaign indicators - what's going when it's going on," commented Todd Davison, President of Bulldog Solutions. "This allows us to initiate immediate action if any part of the campaign is not performing to plan."

Innovation Challenge

Bulldog manages all its campaigns from a marketing campaign management software platform. While the platform does a great job of generating reports on specific campaigns, Bulldog was challenged with bridging the information gaps between campaign activity, sales outcome and financial impact over time. Marketing information resided in the campaign platform while data on lead to sales conversion resided in clients' CRM systems like Salesforce.com. To keep pace with a growing list of clients, Bulldog was forced to dedicate full time resources to client reporting. "In order for us to accurately deliver leads and report on campaign success, we had to pull together 40 different reports for each client campaign," noted JT Buser, Manager of Analytics at Bulldog Solutions. "There were mountains of reports, charts and graphs but it was a lot of work to make sense of the data for closed-loop analysis." Davison added: "If we did not do something quickly, there was just no way we could scale to support new business."

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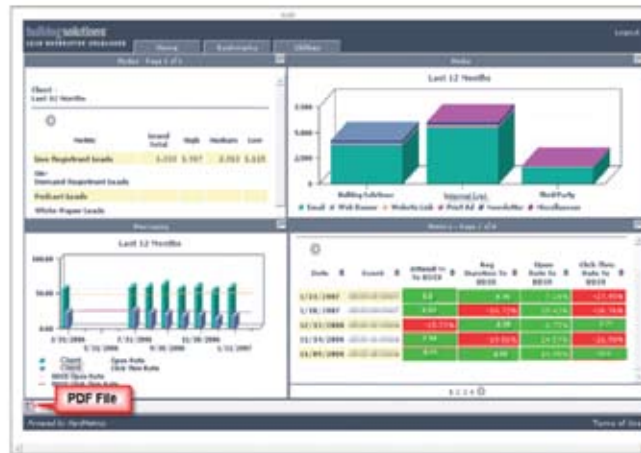


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—JT Buser
 Manager of Analytics
 Bulldog Solutions

Bulldog evaluated an online analytical processing (OLAP) tool for real-time campaign analysis, but decided against this approach. “All OLAP-based solutions require a lot of back-end programming to bring the relevant data into a warehouse,” continued Buser. “And OLAP tools would also require a further investment in two to three additional resources including a database administrator, a programmer and another analyst. Given our previous experience with a couple of OLAP-based business intelligence (BI) platforms, I was not convinced we would get the analytic flexibility our clients demanded with the urgency they required and at an affordable price.”



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HardMetrics Solution

Bulldog learned about HardMetrics through a business partner. “I was very skeptical when I was first introduced to HardMetrics,” commented Buser. “HardMetrics claimed not to require any database modeling, cubing or customization that other BI tools typically mandate. It was not until I handed over a couple of files to the HardMetrics team and received within hours, a configuration of our own campaign data, that I felt we had hit on something truly remarkable.”

HardMetrics has provided Bulldog the ability to drill down into any level of campaign detail to understand what is going on, to proactively identify problems and fix them immediately. “HardMetrics helps us automate data extraction from our campaign management platform and merge it with any other data source,” noted Buser. “We can now ask questions like, ‘how much did we spend on each media promotion,’ ‘did our clients close a sale as a result,’ ‘how many new sales did our clients make within 30 days of the campaign,’ and get answers within minutes.”

Internally, Bulldog is using HardMetrics to drive measurement and accountability at every level of the business including the management of KPIs for profit and loss, sales closure rate and client retention.

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Results

With HardMetrics in place, Bulldog is currently capturing: response rates, open rates, lead scoring, event attendance, click-through rates, conversion rates and several other marketing campaign management success metrics. The HardMetrics solution has been in production at the marketing firm for less than six months but the firm has already experienced several benefits including:

- Automation of a very manual and time-consuming reporting and analytics process
- Freed up headcount for higher-level IT initiatives
- Avoided costs of hiring 2-3 technical resources to support increased client requirements
- ‘Hook’ into customers’ sales data silos to demonstrate hard campaign ROI with accurate closed loop analysis
- Empowered end-users to modify dashboards and scorecards ‘on-the-fly’ without having to wait for IT support

When asked if he could identify the biggest benefit HardMetrics offered him personally, Buser concluded, “HardMetrics is allowing me to do the work that would usually take a much larger team to accomplish. The ability to throw a file into the HardMetrics engine and configure it automatically is unbelievable. No other market solution offers us this kind of scalability with the ease HardMetrics offers.”



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