

Case Study

Lower Marketing Expenses + Higher Sales = A Better Bottom Line



RTS Labs Elevates Client's Bottom Line with Data-Driven Marketing

Company:

Fast growing company in the bioscience industry

Challenge:

- Unable to effectively segment customer database for tailored marketing
- Lack of lead conversion analysis on marketing events
- Separate tracking of marketing events costs from current billing and order systems

Solution:

- Implemented a unified BI platform for marketing data and analysis
- Integrating multiple data-sources into a single datamart
- Helped calculate value-add marketing and customer metrics and ROI analysis

Results:

- Helped calculate value-add marketing and customer metrics and ROI analysis
- 14% gain in revenues due to more strategic campaign analysis
- 16% boost in bottom-line due to increased customer retention and reduction in marketing costs.

Our Client, a fast-growing company in the bio-sciences industry, wanted to develop a data-driven marketing plan for the coming year. While the strategy was designed to increase market share, the company lacked the processes and systems necessary to capture and analyze the customer insights that were needed. Some challenges they faced were:

- Without the capability to rank different customers on key parameters like profitability, loyalty and recent purchases, the Client used a less-than-optimal, one-size-fits-all marketing approach across all customers.
- The company had no way to track which physicians who attended a product education event eventually became a customer, making the impact of their events on sales impossible to measure.
- Reconciling the spreadsheet-based event registration data with the billing database was challenging. As a result, little attendee-to-customer conversion data was available for the marketing team to analyze.
- Billing data and order data were maintained in separate data sources, while the marketing event data was stored in Excel spreadsheets.

How RTS Helped

RTS implemented a unified Business Intelligence platform, integrating multiple data-sources into a single datamart, including the Billing System, Lab Information System, and Event Registration data. RTS then proceeded to calculate useful, specific marketing metrics, including:

CLTV: RTS estimated the lifetime value of physicians based on past orders.

RFM Segmentation: RTS then segmented data based on RFM (Recency, Frequency, Monetary), as well as loyalty, which proved to be a powerful tool for the marketing team in planning future offers and campaigns around targeted high-value physicians. RTS plotted scores along a scale of 1-5 for physicians based on RFM value of past orders. While this helped to identify high-value physicians, this analysis uncovered potential new opportunities by revealing who among them scored low in recency or frequency of sample orders.

ROI Analysis: RTS conducted a detailed ROI analysis of events across all regions, which enabled the company to identify high- and low-growth potential geographic regions. The company now had the insights to increase or decrease frequency based on their potential to grow market shares.

Measuring impact in hard \$\$\$ is the most effective way to justify marketing budgets.

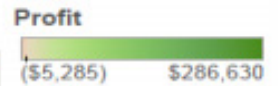
Result: Lower Marketing Expenses + Higher Sales = A Better Bottom Line

- With a clearer picture into which campaigns were generating the highest ROIs, the marketing team was able to plan a marketing budget more strategically which resulted in a 14 percent gain in revenues for that year.
- The ROI analysis revealed that an impressive 36 percent growth in revenues could be directly attributed to the marketing events, a fact that would ensure adequate financial resources in the budget for future events.
- The client segmentation metrics enabled the Client to develop better value-based marketing strategies, with more expensive offers targeting higher value customers. This strategy resulted in improved retention and reduced marketing expenditures, two factors that translated into a 16 percent boost to the bottom line.
- RTS conducted a 360-degree analysis on the merged datamart that provided a multi-dimensional view of business. This proved invaluable in making informed, strategic, and effective marketing decisions.

Drive the right campaigns and divert loyalty programs to retain the most valuable customers.

ROI Analysis

Event C Central Profit: \$286,630 Sales: \$1,831,698		Event C South Profit: \$267,851 Sales: \$1,421,104		Event C East Profit: \$185,013 Sales: \$1,088,313	Event A Central Profit: \$162,819 Sales: \$1,225,757	Event A East Profit: \$138,124 Sales: \$909,889
Event C West Profit: \$146,819 Sales: \$1,643,134						
Event B Central Profit: \$32,442 Sales: \$1,641,713	Event B East Profit: (\$5,285) Sales: \$1,418,264		Event B South Profit: \$41,339 Sales: \$909,820	Event A South Profit: \$113,317 Sales: \$819,295	Event A West Profit: \$103,762 Sales: \$797,821	
	Event B West Profit: \$48,937 Sales: \$1,208,793					



Numbers have been changed to protect confidentiality