

CASE STUDY

PERFORMANCE DASHBOARD FOR PIPELINE ANALYSIS



CLIENT OVERVIEW

COUNTRY:	UK
INDUSTRY:	Enterprise Software Development
SECTOR:	Charity and Insurance Markets
CLIENT PROFILE:	<p>MSM is a software development house that specialises in enterprise system development for UK based companies.</p> <p>Their core competencies lie with complex software development and support for legacy languages.</p> <p>MSM specialise in information modelling, application development, database and system integrations for charity and insurance clients.</p>

BUSINESS SITUATION

MSM use Salesforce as their CRM and sales forecasting tool. The Marketing Director wanted better visibility of business metrics and be able to understand how marketing activity was contributing to ROI. The objective was to enable better decision-making at board level with regard to channels, sales person performance and revenue forecasting.

Modern developed a performance insight and forecasting model to demonstrate sales performance, marketing attribution and ROI.



PERFORMANCE DASHBOARD FOR PIPELINE ANALYSIS

Modern worked with MSM to define the key problem areas and create a performance dashboard using Microsoft Excel as the primary tool. With multiple sources of data and information, MSM were finding it difficult to collate and present the information in a meaningful way.

The project involved collating over a year's worth of data to create a financial model of conversion history and sales time. This enabled accurate projections to be made with regard to pipeline, likely conversion based on where the lead came from and ROI generated.

CREATING A FINANCIAL MODEL TO FORMULATE PROJECTIONS AND ROI

Modern analysed data across the complete sales pipeline to determine the past performance of sales and marketing activity by project type and lead source. The analysis included key business metrics such as lead time, sales conversion rate at each pipeline stage, average order value, marketing ROI, % contribution by lead source and business unit.

RESULT: CONTENT MAXIMISED TO MULTIPLE STAKEHOLDERS ACROSS DIFFERENT PROPOSITIONS AND BUYING STAGES

DISCOVERY & IMPLEMENTATION PROCESS

- 1 DATA EXTRACTION FROM SALESFORCE
- 2 HISTORICAL ANALYSIS AND DATA ASSESSMENT
- 3 FINANCIAL MODEL DEVELOPED
- 4 DATA VISUALISATION CREATION
- 5 TESTING OF THE MODEL TO ENSURE INTEGRITY



FORECASTING MODEL AND PIPELINE TARGETS DEFINED

Current targets had been set with a simple model resulting in it being difficult to understand if the marketing activity was going to deliver the intended target. Simple metrics such as web traffic, PPC conversions, leads, total Salesforce pipeline and monthly sales were reported on.

With the new forecast tool, past performance was used to model the likely performance of current activity at each stage of the pipeline month-on-month. This enabled confident decisions to be made based on robust data.

The automated tool also showed trend data, performance comparisons and pipeline flow. This significantly reduced the time spent collating data and generating reports, so time could be spent analysing the insight and making the appropriate business decisions.



PROPOSED SOLUTION

- A workable performance dashboard for marketing and sales
- Future forecasting to anticipate marketing performance across business units
- Clear visualisations and automated data sets so monthly update is quick and easy

SOLUTION BENEFITS

- Significant reduction in time spent collating data for management meetings
- Insight into the 'lumpiness' of the pipeline at each stage for better decision making regarding marketing spend
- Richer data including pipeline flows, conversion rate analysis against marketing channel and sales person performance
- Deeper insight into business data and faster decision-making

“ We'd been trying to do this internally for 2 years, so we're delighted with the result. The data available to us now is much richer and robust, which means we can make confident decisions relating to levels of spend on marketing activity, sales person activity and business direction. ”

Ciara Wood, Head of Marketing and Sales, MSM Software

ABOUT MODERN

Modern is an award-winning specialist technology B2B marketing agency offering integrated digital campaigns to drive growth.

We focus on lead generation and customer engagement through search, social, PR and content, underpinned with strategic thinking and solid metrics.

We're honest, straightforward and clear thinkers. We won't baffle you with jargon and we won't lead you down the garden path.

We're chosen by our clients for our grounded insight and our ability to influence business performance.

We start with your buyers and define a strategy that works with their behaviour, motivations and concerns, and the channels they engage with.

We forecast marketing performance, setting out how the results will take shape over time. We set KPIs and ensure that every media channel we recommend delivers against your expectations.

Rigorous processes and regular, easy to understand reports with expert insights come as standard, so you know exactly what works and what doesn't, and more importantly how it's affecting the bottom line.



TALK TO US TODAY

Modern

Bristol and Bath Science Park
Dirac Crescent
Emerson's Green
Bristol BS16 7FR

Phone: 0117 332 6700

Email: info@modernb2b.co

Twitter: @modernb2b