

How MPM Transforms Marketing



Only 40% of marketers have the right tools to demonstrate the business impact of marketing spend.¹

→ **10.5%** ←

Marketing budgets recently **declined from 11.2% of company revenue to 10.5%.**² This amounts to a budget cut of almost 10%.

✂ 65%

In 2020 65% of CMOs and marketing leaders are bracing for moderate to significant budget cuts.³

How does Marketing Performance Management (MPM) help Marketing?

MPM is the processes, data approaches, and technologies your organization embraces to run marketing like a business and create impact. It's based around 5 core competencies:

- 1 Strategic Planning and Goal Alignment
- 2 Marketing Investment Management
- 3 Marketing and Finance Alignment
- 4 Data Strategy and ROI Approach
- 5 Operational Excellence

1 Strategic Planning and Goal Alignment

Problem

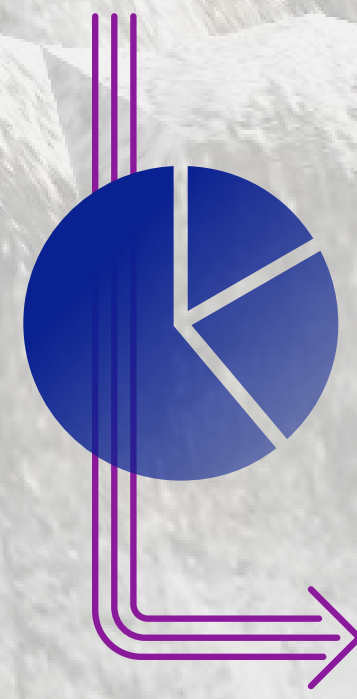
Wasting up to 30% of your time sorting through spreadsheets, PowerPoint slides, and borrowed planning tools designed for non-marketing purposes.⁴

Solution

Create a single process or system around plans to communicate goals and approach allowing all marketers to understand what is needed and why!

Benefit

Ensure alignment across the entire marketing organization and save up to 40% of time throughout the planning process.



2 Marketing Investment Management

Problem

Broken, undefined, and complex processes create spreadsheet chaos and stop the marketing team from shifting dollars quickly.

Solution

Automate financial data flows, such as POs and actual reconciliation. Start updating budget forecasts weekly so you understand where dollars are being allocated right now.

Benefit

Regain 10–20% of budget by identifying wasted/redundant spend like Trimble with new budget visibility.



3 Marketing and Finance Alignment

Problem

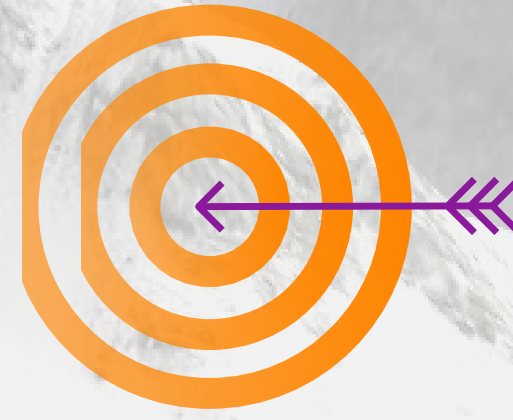
Marketing is suffering budget cuts because they can't show alignment with the business's goals.

Solution

Agree with finance on a level of data accuracy for marketing spend and update them regularly. Giving finance visibility into marketing spend builds trust when they see business impact.

Benefit

Get within 1% of spend targets like Juniper Networks and create a productive partnership with finance by aligning processes.



4 Data Strategy and ROI Approach

Problem

Spreadsheet gymnastics are needed to provide metrics, but those metrics aren't always the ones that leadership is interested in.

Solution

Define key marketing measurements that show the impact on overall strategy. Don't settle for a single measurement source – create multiple views of investment, planning, and ROMI measurements.

Benefit

Increase ROMI by 2.5x or more like GE Digital



5 Operational Excellence

Problem

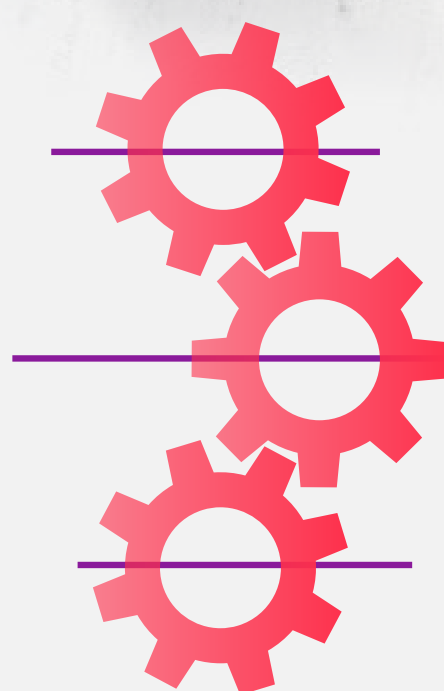
Investing in new technologies but not in the people and processes that support them results in wasted time, wasted dollars, and duplicated work.

Solution

Define your MPM project team, project goals, and success metrics, then communicate and train the rest of the marketing organization.

Benefit

Consistent processes within MPM improve marketing efficiency like Akamai



¹ <https://www.forbes.com/sites/christinemoorman/2019/08/28/top-ten-results-from-the-cmo-survey-august-2019/>

² <https://www.gartner.com/en/marketing/research/annual-cmo-spend-survey-research>

³ <https://www.gartner.com/en/newsroom/press-releases/2020-03-31-gartner-survey-shows-65--of-marketers-face-moderate-t>

⁴ <https://www.nielsen.com/us/en/insights/article/2018/three-things-b2c-marketers-can-do-to-build-better-budgets/>