The Business Case for Brand Case Study

Acorn Analytics At A Glance

Overview:

A fresh cut on data, with a team of refreshingly human data scientists invested in your business success. Our full stack capabilities can crack whatever data nuts are getting in your way – without all the tech talk. Precise scientists, precisely human.

Founded: 2016
Headquarters: Boulder, Colorado
Website: https://www.acornanalytics.com
Phone: (925) 388-6887

Specialties:

Data Science, KPIs and Metrics, Data Analytics

Summary:

When the VP of Corporate Marketing of a large, global B2B SaaS company retained Acorn to create a dashboard, we uncovered a more strategic underlying issue. Our deep-dive discovery work to analyze the potential KPIs for a dashboard revealed that the real problem to solve was not the metrics, but rather, "why" the metrics. The company's C-suite did not buy into the value of investing in the brand and the marketing team needed a strategic framework aligned to the business, with metrics, to make their case. We recommended an abrupt detour to tackle this issue, resulting in final deliverables that included both a C-suite-directed strategy and actionable, largely automated dashboards. Shortly after completing the engagement, the corporate marketing leader was promoted to Chief Marketing Officer, and the company–with its increased brand value–saw its share price increase by over 20% within the first year.

Client:

VP, Marketing – global B2B SaaS with 6,000 employees and $2 billion in annual revenue

Problem:

The Corporate Marketing team was struggling to demonstrate its impact on the business, and as such, was faced with under-investment and a series of budget cuts.

Background:

The corporate marketing and marketing operations leaders approached Acorn about the best way to support their needs. The corporate marketing budget was cut multiple times even as the company was experiencing soaring growth. This resulted in a "peanut butter" effect: too little money spread across too many activities.

- How do I demonstrate Corporate Marketing's impact on the business overall and each of department's relative impact?
- If I can obtain an additional budget, where should I put it for the highest ROI?

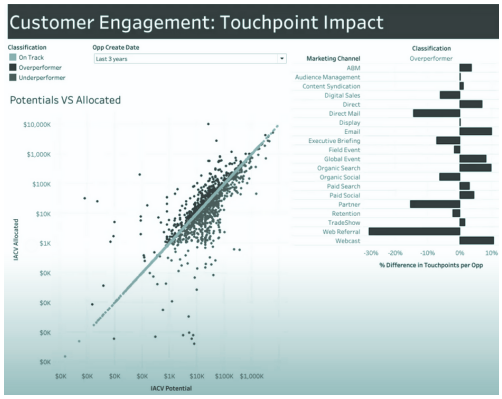
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Acorn Solutions:

- Our recommendation was to hyper-focus the limited budget in order to right-size investments in priority areas and ensure the metrics were in place to track results.
- We developed a 3-module framework aligned to the company's business KPI's ("Business Impact"), as well as Corporate Marketing's key areas of impact ("Customer Engagement" and "Brand Strength"). This gave the Marketing team metrics to "walk the CEOs talk" on the company's strategic priorities, while also providing visibility into team's performance against its own priorities.

	Existing Customer Impact	Top 2 Business/Product Attributes
BUSINESS IMPACT	• C-suite demand engine • Buying center growth	• [redacted business attribute 1] • [redacted business attribute 2]

CUSTOMER ENGAGEMENT	• Top Accounts • CXOs • Buyers • Users
BRAND STRENGTH	• Awareness • Reputation • D2E association • Employee Advocacy



- Our analysis of Marketing's data indicated real differences in the potential incremental annual contract value (IACV) per touchpoint. Some channels produced significantly higher value per touchpoint than others, indicating a higher ROI.
- Additional analytics did a deep dive within channels, allowing Marketing to compare ROI and impact across and within channels to make data-informed decisions about budget allocation.

Outcome/Client Impact:

- As a result of these dashboards, the marketing department reported increased insight into their functioning and operations. Additionally, this improved confidence in their value to the company overall.
- The head of corporate marketing was promoted to Chief Marketing Officer of the organization.
- The company—with its increased brand value—saw its share price increase by over 20% within a year of delivery of this work.