

the marketing ROI report

return on marketing investment (ROMI) news, views & reviews



October 2005

Can ROMI deliver more profit and increased share?

DemandROMI has signed an agreement to team with the CMO Council (www.cmocouncil.org) MPM (Marketing Performance Measurement) Task Force leaders to help technology companies improve their marketing performance. Improved marketing performance is more frequently seen as helping companies provide lasting strategic advantage. As each company's product becomes more of a commodity, their operational effectiveness can drive increased share gain and profit. Marketing departments must lead the charge to deliver improved corporate performance or be trampled. [Click here](#) to read the full press release.

As part of this agreement DemandROMI is making available the CMO Council's **Measures and Metrics: The Marketing Performance Measurement Audit**. This 160-page report is the definitive source on how technology and business-to-business companies should measure and quantify marketing's performance and is an invaluable resource to assist CMOs who want to build an MPM system in their company or refine an existing one. For more information on how to order, [click here](#).

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FEATURE

Turning strategy into operations

I've had a number of conversations lately about various modeling tools and how to take the results from these projects and turn them into

in this issue

FEATURE: [Turning strategy into operations](#)

ROMI ROUNDUP: [Datapoints from the world of Marketing ROI](#)

CALENDAR

calendar

October 20th

New York, NY

Millennium Broadway Hotel

Measuring and Improving Marketing Effectiveness, a One-Day Marketing ROI and Metrics Workshop

[Information and online registration](#)

November 3rd

Dallas, TX

The Crescent Club

Measuring and Improving Marketing Effectiveness, a One-Day Marketing ROI and Metrics Workshop

[Information and online registration](#)

December 1st

Las Vegas, NV

Measuring and Improving Marketing Effectiveness, a One-Day Marketing ROI and Metrics Workshop

[Information and online registration](#)

Marketing ROI Free Sample

***** Webcast *****

Guy R. Powell with DemandROMI speaks on learning how to prove and improve your ROMI efforts (and advance your career) all while staying focused on your most important asset – your customer!

[Listen now](#)



actionable guidelines for field marketing teams.

Strategic marketing tools, such as, agent-based models and tactical marketing tools, such as, marketing mix models deliver fantastic insight into your categories and brands. Brand teams see these tools as invaluable assets in supporting tactical and

strategic decision-making.

Sales and marketing managers however have difficulty taking the results from these models to deliver tactical support to their field sales and marketing teams.

Wouldn't it be great to know that 1,000 impressions from a sponsored event in a museum are worth X, whereas, 1,000 impressions from a co-op marketing program are worth Y? With this information, field sales and marketing can now negotiate with their channel partners, sponsorship venues and other marketing media properties to make certain that they are executing against benchmarks that have the best chances for success.

Campaignist (www.campaignist.com) provides just that link. It is the only software application that I've found that can take your modeling results and turn them into tactical decision support tools at the field level. It can also provide a great marketing dash-boarding, the connection to financial results and other capabilities.

If you would like more information on this, just let us know. (info@demandromi.com)

DemandROMI ROMI -nates business marketers at ISBM

In association with the PennState Smeal College of Business Institute for the Study of Business Markets (ISBM), DemandROMI provided a 2-day ROMI workshop to help business marketers improve their Return on Marketing Investment on Sept. 13th.

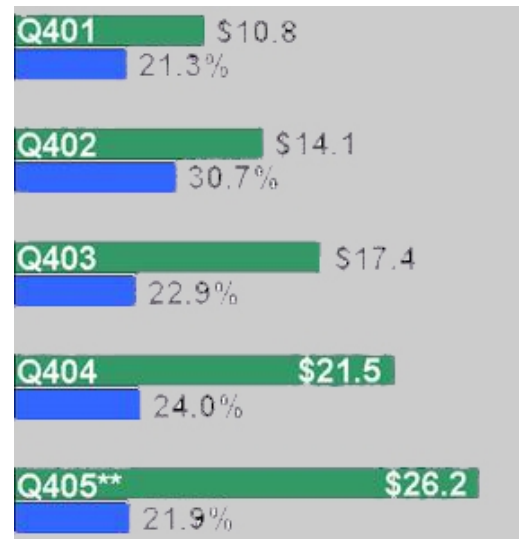
[click here](#)

romi roundup

Datapoints from the world of Marketing ROI

Online retail sales keep expanding

US Q4 Online Retail Sales, 2001-2005 (in billions and % vs. prior year)



Note: Excludes online travel services, financial brokers and dealers and ticket sales agencies. The DOC defines e-commerce sales to be the sales of goods and services whether an order is placed by the buyer or price and terms of sale are negotiated over an Internet, extranet, electronic data interchange (EDI) network, electronic mail or other online system; *not adjust; **eMarkter estimate

Source: US Department of

This Marketing ROI report is published by [DemandROMI](#). All inquiries should be directed to newsletter@DemandROMI.com.

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