



NEW IN KNOWLEDGE

Check out the [Knowledge page](#) on quaero.com to read these newly added articles by Quaero experts:

Marketing Shouldn't Always Drive Customer Strategy

Customer strategy lies—or should lie—at the heart of customer relationship management. By [Naras Eechambadi](#).

[Click here to read more.](#)

Marketing Performance Management: the CMO's Ultimate Toolkit

Tired of the CFO hammering the marketing department because it's an easy cost reduction for this quarter's shortfalls? Yet still hopeful that the power, insight, and value marketing can create for your company and its customers is on the verge of that promised breakthrough? As seen on Chief Marketer.com, the first in a monthly series. By [Lane Michel](#).

[Click here to read more.](#)

High Performance Marketing: How Does Your Analytic Environment Rate? Keeping Up with the Joneses

A 17-question assessment that you can perform to understand how your environment rates. As seen in the DM Review, as part of Steve Schultz's "High Performance Marketing" column. By [Steve Schultz](#).

[Click here to read more.](#)

High Performance Marketing
[Click here to go to the web site.](#)

If you are a professional marketer, you will benefit from reading High Performance Marketing: Bringing Method to the Madness of Marketing. This practical and insightful book, by Quaero founder and CEO Naras Eechambadi, presents leading-edge methods to bridge the problematic gap between marketing strategy and execution, as well as compelling case

FINALLY. A PRAGMATIC PATH TO MARKETING PERFORMANCE MANAGEMENT

By [Lane Michel](#), EVP and Managing Director

The focus for marketing executives has firmly shifted to the search for talent, answers and the right models and tools to achieve better performance management. It is in nearly every conversation we have with our clients today.

Last month, Naras Eechambadi began the conversation with you about better performance management. We'd like to take this another step this month to unveil here our new pragmatic and holistic approach to building performance in Marketing that delivers predictable results, effective and efficient use of company resources and new sources of competitive advantage.

Managing marketing performance is all about creating a customer and data-driven discipline in your organization, enabled with the right tools and information when needed. Marketing performance must now be measured in such a way that every marketer at all levels that makes decisions deploying marketing resources gets immediate feedback as to whether the resulting activity from their decisions last week or quarter

- Created or destroyed customer value
- Generated greater or reduced return on marketing investment

Quaero has a simple framework for taking the new focus on Marketing Performance Management (MPM) into action. This is not just experimentation or playing a guessing-game. It is employing all three fundamental components of performance:

1. **Customer insight** derived from individual customers' needs and experiences through their life cycle
2. **Six dimensions of marketing capabilities** namely actionable strategies, appropriate measures, organization alignment, effective processes, information assets, enabling technologies described in High Performance Marketing
3. **Return on Marketing Investment (ROMI) and Return on CustomerSM (ROC)** evaluative tools for decision makers and the company



Our experience employing the full MPM framework has now led to an equally simple formula for making a dramatic shift in the performance of your marketing organization over a period of about 18 to 36 months. *This is the CMO's ultimate toolkit.* Not hollow promises. Not overset expectations. Just the reality of how you will transform all the rhetoric into action and results for your customers, channel partners and company.

studies that illustrate marketing successes of influential companies such as Harrah's Entertainment and Bank of America.

To read excerpts from the book and see the latest reviews, please visit [click here](#).

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NEWS & EVENTS

The Marketing Forum
Norwegian Dawn
New York City
May 7-10

Quaero CEO, [Naras Echambadi](#), will join with Meheriar Hasan, EVP, Wells Fargo Consumer Credit in a presentation addressing the challenges of the marketing-operations interaction.
[For more information click here](#).

Eloqua Thought Leadership Series
A Webinar with Dr. Naras Echambadi
May 4, 2006
2pm EDT

[Click here to register](#).

BetterManagement.com Webinar Series:
"High Performance Marketing"
April 27
May 11
May 25

Quaero CEO [Naras Echambadi](#) and [Lane Michel](#), EVP of Quaero's Marketing Performance Management practice, lead a three-part webinar series on "High Performance Marketing." To participate in the webinars, please [click here](#).

Unica Marketing Innovation Summit
"Fidelity Goes Beyond the Typical Marketing Campaign Implementation"

May 7-9 : Sanibel Island, FL

Fidelity FESCO and Quaero present a case study on innovative ways they have utilized Unica's Affinium Suite to solve not just marketing but operational issues. Learn how their approach helped Fidelity move closer to a real-time environment, communicate with their customers more actively, and solve business problems outside the normal scope of marketing. To register or to see the full agenda, [click](#)

MARKETING PERFORMANCE TOOLKIT



This is the new discipline of Marketing that has been needed for too long -- more scientific in its approach and finally accountable to shareholders. The creativity and art of marketing still has a critical place: differentiation is using imagination to better understand how to link insights on customer needs with the capability to meet those needs better than anyone else through communications, products, services and trusted company-channel-customer relationships. In the high performance marketing company, not just employees with "Marketing" in their job title but every one and everything touching your customer differentiates the company.

Your shareholders, Wall Street, your Board of Directors and most importantly your customers are demanding that you deliver:

- **Predictable results** ... as believable and valuable as any other business forecasts
- **Effective and efficient use of company resources** ... and customer attention
- **New sources of competitive advantage** ... to stand out as a leader; to have the most buzz from customers and analysts; to achieve sustained high growth

Ready to go another step further in how this might work? Check out our new [MPM service offerings](#) that deliver on all three of these demands from your stakeholders and customers. Our services are completely aligned to deliver on the Performance Toolkit above that is the pragmatic way to "install" Marketing Performance Management in your company.

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Return on CustomerSM is a registered service mark of Peppers & Rogers Group, a Carlson Marketing Group company.

For more information on Quaero's Marketing Performance Management services, please [click here](#).

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To see how Quaero works with you to improve Marketing Performance Management, you are invited to try our **five-minute, 20-question introductory MAST**, which is geared to help Quaero consultants analyze the scope of your marketing efforts in preparation for a phone briefing with you at your convenience.

Take the MAST!



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here.

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NEXT TIME

[Don White](#), EVP, Managing Director of Quaero SpringBoard <<link to Don's bio>> will share his thoughts on what's new in the world of hosted relationship marketing.

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Quaero is a marketing and technology services company that provides unparalleled value to firms seeking improvement in the effectiveness of their marketing organization and technology investments. To find out more, visit our website at www.quaero.com.

We think you'll find our hands on insight valuable to your marketing efforts. However, we understand that your time is limited. If you'd prefer not to receive Quaero's newsletter, you can opt out now by [clicking here](#).