

## Quaero PerformanceView™

### A Rapid Audit of Your Organization's Six Dimensions of Marketing Performance

Marketing performance is driven by a number of factors – six to be exact. Quaero's proprietary Six Dimensions of Marketing Performance<sup>SM</sup> methodology takes a critical look at these key drivers:

- ▶ Actionable Strategies
- ▶ Effective Processes
- ▶ Organizational Alignment
- ▶ Appropriate Measures
- ▶ Information Assets (Analytics)
- ▶ Enabling Technologies

*All must be considered holistically to predictably improve the results of marketing.*

If you are like many of our clients, focusing on all six dimensions at the same time is difficult. Yet you risk the effectiveness of investments in individual dimensions if you do not consider the others.

You may be asking these types of questions:

- ▶ Where do I begin to improve marketing performance this quarter?
- ▶ Before we make our next big IT investment, how can we make sure that other external performance dimensions (such as organization or marketing processes) will not be a risk to the project?
- ▶ There are widely differing perspectives across the firm about how marketing does and should perform. How do I reconcile them?

If there were a fast way to assess your organization's marketing performance across all six dimensions, and pinpoint weak points to improve ... could you improve results this quarter? How important could this insight be for your 2007 marketing budget planning?

**Quaero PerformanceView** is a rapid and comprehensive assessment of your current marketing capabilities that leverages Quaero's deep marketing experience and our proprietary Marketing Assessment Survey Tool (MAST).

Marketing performance is driven by a number of factors – six to be exact.

Before you make the next big IT investment, do you know all the performance risk factors?

Do you need to improve results this quarter?

Do you need help in allocating 2007 budget dollars to the right projects?

Where do you need to focus first to improve your marketing performance?

PerformanceView will be an important input for your 2007 budget planning.

**Client Benefits.** Quaero's proprietary PerformanceView process and unique perspective built on the Six Dimensions of Marketing Performance give us the experience and disciplined methodology to provide marketing leaders with important benefits:

- ▶ High-impact findings from a rapidly executed engagement, with actionable recommendations that can be followed immediately.
- ▶ Minimized overhead from your staff.
- ▶ Insights incorporating broad input from within and (if appropriate) from outside of Marketing.

**Project Components.** This three-week assessment leverages client knowledge, existing client research and Quaero's expertise to:

- ▶ Identify current strengths and weaknesses in key capability areas using Quaero's Six Dimensions framework.
- ▶ Highlight opportunities for efficient and effective growth.
- ▶ Identify threats or forces that could restrain the organization.
- ▶ Recommend priority actions to address identified issues and capitalize on the opportunities that Quaero will help you uncover.

**Deliverables.** Quaero will deliver the following value at project's end:

- ▶ A thorough MAST Analysis that considers your firm's performance in each of the Six Dimensions of Marketing Performance relative to industry norms and best practices.
- ▶ Based on the MAST findings, a SWOT Analysis by marketing focus area.
- ▶ A complete and prioritized list of opportunities for performance improvement as found in the MAST and SWOT analyses.
- ▶ An executive workshop to present analysis findings and recommendations.

**Why Quaero?** The Quaero team will bring the following to a PerformanceView engagement with your organization:

- ▶ Experience with more than 100 engagements for the most successful data-driven markers in the US and abroad.
- ▶ A unique blend of deep marketing process, measurement, customer experience and marketing automation infrastructure expertise.
- ▶ Renowned marketing performance thought leadership as embodied in CEO Naras Eechambadi's new book *High Performance Marketing: Bringing Method to the Madness of Marketing* (Dearborn 2005).
- ▶ A proven proprietary Marketing Assessment Survey Tool and methodology continuously perfected over years, with highly successful results across multiple industries.
- ▶ Our team can be fully engaged and running within two weeks.

Call 877.570.2199 ext. 5050 now to arrange a Quaero PerformanceView briefing and detailed project overview from our marketing performance experts.

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