



NEWS & EVENTS

Unica Executive Roundtable

*Executive Presentation,
Networking & Dinner*
March 6, 2008
Denver, CO

Quaero CEO, Naras Echambadi, presents to senior marketing leaders at Unica's upcoming executive networking and dinner event. Naras will share findings of recently published results from a study he and industry peers conducted on ROI comparison for investing in marketing capabilities versus the impact of spending on marketing programs.

[» Read more.](#)

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Unica's 7th Annual Customer Conference: The 2008 Marketing Innovation Summit

April 27-30, 2008
New Orleans, LA

Quaero is a Platinum Sponsor for this event which will offer more than 50 sessions in 7 distinct tracks, plus excellent networking opportunities, end-user case studies and more.

[» For more information and to register.](#)

NEW IN KNOWLEDGE

Check out the Knowledge page on quaero.com to read this newly added article:

Online social networks can help career, if used wisely
by Naras Echambadi, Ph.D.

Actionable Analytics: Prioritizing your Analytic Projects for Long Term Success

By Roman Lenzen

We are often asked by clients and prospective clients how they should kick-start their newly enabled analytic capabilities. They may have recently purchased analytic software or hired an analytic resource and ask us to step in and lead the initial analytic engagement to ensure that they are focusing on the right business issues and implementing an analytic environment that is sustainable as their needs grow. Obviously, all environments differ but we have found that the rules and priorities shown below provide the groundwork required to build a strong analytic environment.

Prioritize your potential analytic projects based on potential ROI and Level of Effort (LOE) and select the initial (or next) analytic project which strikes a clean balance between each of those dimensions. For example, you may determine that a retention model will provide the greatest ROI if applied correctly but acquisition models are typically quicker and easier to build. An acquisition model may provide a quick win which is important, especially when organizational buy-in is needed. All constituents should be involved in these decisions including marketing, technology and analytics.

[» Read more](#)

If you are interested in a half-day workshop, where we will help you prioritize your next analytic efforts, please contact us soon at info@quaero.com to schedule your session.

The workshop starts with a 2 hour assessment of your environment (technology, analytics, data & marketing processes), proceeds with an overview of your goals then concludes with quick-win suggestions that will help springboard your analytic results.

If you have an evolved analytic environment and would like to take the next step and maximize the lifetime value of your customer segments try this article: [Customer Analytics: Maximizing the lifetime value of your customer segments](#)

If you are in the process of evaluating analytic software the following article should provide additional guidance: [Real-time Marketing – Planning the Customer Interaction Architecture](#)



Roman Lenzen
Vice President,
Analytics

Marketers Need to Work Smarter, Not Harder

By Niall Budds

Times are tough for marketers right now, and are only likely to get tougher. Pressure has been growing steadily over the past few years for Marketing to be more efficient and to be directly accountable for the performance of its investments. However that pressure has received additional impetus this year as the economy teeters on the brink of recession. Now more than ever, Marketing is being asked to squeeze every ounce of productivity out of its investments, its initiatives and its people.



Niall Budds
Vice President,
Marketing Resource
Management

That is not necessarily an easy thing for a lot of marketing organizations to do. In Quaero's experience marketing processes are often ad-hoc, inflexible and not well supported by technology. In addition Marketing's alignment with key internal stakeholders and business partners is often weak and an impediment to smooth planning and execution.

Marketing's measurement capabilities are also often not adequate for understanding the impact of marketing investments and ensuring the right adjustments are made to the marketing mix, on an ongoing basis. So in the face of increasing pressure to shorten time to market and react more quickly to market and consumer trends, it is often not possible to simply "turn the dial" and generate more and better output from the same (or fewer) marketing resources.

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