

# MarketIQ

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## Our View

### Forrester Marketing Forum 2009: A Brief Review

By Naras Eechambadi, PhD, Senior Vice President and General Manager, Quaero

CSG's Quaero was a Silver Sponsor of the recent Forrester Marketing Forum in Orlando, Florida. If you attended the Forum, you'll probably recognize these key themes:

#### Major Theme #1- Innovation Lives

Marketers should innovate now and leverage tools (like Forrester's Accessible Innovation Risk Scorecard) to help them qualify and assess the risk of potential innovation.

#### Major Theme #2 - Take Risks in a Down Economy

Case studies emphasized thinking things through, outlining expected outcomes – and potential pitfalls – and flawless execution. Key takeaway: make risk meaningful and manageable.

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Photo Courtesy of David Berkowitz, [www.marketersstudio.com](http://www.marketersstudio.com)

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**Interactive marketing spend will reach nearly \$55 billion by 2014.**

Mobile.....	\$1.3B
Social media.....	\$3.1B
Email.....	\$2.1B
Display ads.....	\$16.9B
Search.....	\$31.6B
<b>TOTAL:</b>	<b>\$55B</b>

Source: Forrester Research Interactive Advertising Forecast, 4/09 (US Only)

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## Their View

## Your View

### FORRESTER

### Forum Highlights: Innovative Marketing, Innovative Customers

By Jeremiah Owyang and Zach Hofer-Shall, Forrester Research  
Excerpted from *The Forrester Blog for Interactive Marketing Professionals*  
<http://blogs.forrester.com/marketing/>

Forrester's Christine Spivey Overby kicked off the conference, first reminiscing on how great innovation comes out of times of economic struggle. Her example, well suited to Forrester's marketing conference in Orlando, was Walt Disney's creative genius to develop an iconic entertainment franchise. She stressed that now is the time to do marketing differently by embracing innovation.

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### What do you think?

How do the themes discussed at the Forrester Marketing Forum relate to your current challenges and opportunities?

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Congratulations to our iMac winner, S. Reed, Milwaukee, WI.

### Next Issue: Preparing for the Turnaround. Will you be ready?

Quaero, a CSG solution, uses customer intelligence to help clients shift from traditional campaign-driven marketing to real-time, multichannel customer interaction. Quaero experts blend strategy and analytics with performance management and technology to establish dialogues that improve the customer experience while increasing overall customer value.

Headquartered in Charlotte, NC, the Quaero Solutions Group provides marketing services to category-leading clients within the Financial Services, Pharmaceutical/Healthcare, Travel and Leisure, Media, Consumer and High Tech industries. For more information, call 1-877-570-2199 or visit [quaero.csgsystems.com](http://quaero.csgsystems.com).

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