

MarketIQ

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Our View

Roadmapping marketing performance. A clear, actionable plan for improvement.

By Niall Budds, Director, Strategy and Planning, Quaero, a CSG Solution

Now more than ever, marketers are being held accountable to plan effectively and make every dollar count. You need to improve marketing performance in a way that produces a tangible bottom-line business impact. But what path do you follow to get there? How do you balance your choices? How can you identify the root causes of problems and what will fix them?



Here at CSG's Quaero, we've developed a systematic approach to answering these questions: The Marketing Performance Roadmap.

The Quaero Roadmap is a comprehensive assessment of your current marketing capabilities. It diagnoses the challenges you face and proposes a structured path for continuous improvement.

Based on the key dimensions of marketing performance at the heart of this approach is our proprietary *Six Dimensions of Marketing Performance* methodology, which examines the key ingredients for marketing success:

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

Most marketers find it difficult to tackle all of these dimensions at once. Yet if you address only one at a time, you risk losing the effectiveness of your investments. The Roadmap gives you the perspective to balance all of these issues, and answer such critical questions as...

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Their View



Making Event-Triggered Marketing a Key Strategic Initiative in 2010

By Kristin Hambelton, Senior Director of Marketing, Neolane

Many marketers have only scratched the surface of event-triggered campaigns. These tend to be "one-off" initiatives, and primarily limited to email. Common examples include an email that is automatically pushed to a customer who abandons a shopping cart or experiences a technology glitch on an e-commerce site.

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Your View

What do you think?

What are your biggest marketing priorities for 2010? Are you planning to take a Roadmap approach to help you better prioritize?

Enter Your Opinion

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New Rules for a Cross-Channel World

with Neolane
Sep. 22, 1:00pm (EDT)

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"Will we be able to handle unlimited marketing challenges with limited resources?"

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Forward a Fact



How do you measure performance?

There are Six Dimensions to evaluate, benchmark and improve marketing performance: Actionable Strategies; Effective Processes; Organizational Alignment; Appropriate Measures; Information Assets; Enabling Technologies.

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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](#).

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