MARKETSOURCE®

An Allegis Group Company

17:1 Measurable Return on Investment

OVERVIEW

An established tier 1 manufacturer in the computing and printing market was facing increasing levels of competition in a market threatened by reduced barriers to entry, declining retail price points, declining margins, and increasing speed of technological advancements. Under these market conditions, it was increasingly important to drive advocacy and brand awareness on the retail floor, while having visibility to the impact of each of their sales and marketing investments. So, they turned to MarketSource to provide retail sales and marketing services.

ACTIONS

MarketSource designed and implemented a national retail sales team with a national footprint and an ROI focus, providing flexibility to adapt to new business initiatives while controlling cost and remaining operationally transparent to the customer. Through our continuous improvement process, we consistently conduct in-depth coverage impact analysis and make modifications to the program by shifting resources and hours to the targeted consumer-aligned stores—in order to provide the greatest ROI for our client and dramatically impact results.

RESULTS

An independent global leader in business consulting (hired by our client to assess all their sales and marketing investments) determined that our client was receiving a consistent return of up to 17 times their MarketSource investment and encouraged them to divert other non-performing investments into MarketSource's ROI leading program. As a result, the client has increased their investment in MarketSource and expanded our services into new channels and verticals year over year.