

Marketing Performance Measurement of a Subscription based Software Business

CLIENT

**Leading US Software
Applications Company**

INDUSTRY

Information Technology



BUSINESS IMPACT

- Smooth transition to new business model powered by a smart and nimble decision engine
- Increase in CLV (Customer Lifetime Value) – ability to measure this using the solution (Overall revenue did dip as expected, due to the value of deals going down with subscription model)



BUSINESS CHALLENGES

To measure marketing performance real-time, during the company's shift in business model from perpetual to subscription based licensing. The client had to shift its entire marketing strategy to accommodate the change.

OUR APPROACH

- Assess – C5i business consultants and measurement practitioners conducted a series of workshops to assess their current marketing KPIs, dashboards, data structures and consumption. Assessment also involved detailing the future needs and the gaps in establishing new baselines due to the model shift.
- Measurement – In collaboration with the clients, a nimble ready reckoner measurement practice was established. After carefully evaluating the 'As-is' and 'To-be' KPIs, a structured performance indicator dashboard was created. C5i IMM framework was leveraged to re-create the struct
- Adoption – C5i and the client's senior leads, conducted a series of orientation programs for the marketing organisation and ensured that the newly established methods and practices are well adopted
- Glocal Approach – After establishing basic measurements, each region/ country was addressed individually to support the local marketing initiatives.
- Handover – C5i handed over the entire program with well documented methods and processes back to the client's marketing organisation to enable 'self-serve'.

OUTCOME

- Well established and adopted measurement practices set up globally
- Self-serve enabled with real-time data and insights via C5i Information solution
- CMO digital hub set up, which acts as a command center for executives
- 183 users on-boarded globally, to centrally use marketing dashboards
- Ability to build models on top of this ecosystem to run predictive analysis

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

