CASE STUDY

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.

Approach

- Assess – Course5 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. Course5 IMM framework was leveraged to re-create the struct

- Adoption – Course5 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 – Course5 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 Course5 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 Course5 Intelligence

Course5 Intelligence enables organizations to make the most effective strategic and tactical moves relating to their customers, markets, and competition at the rapid pace that the digital business world demands. We do this by driving digital transformation through analytics, insights, and Artificial Intelligence (AI). Our clients experience higher top line and bottom line results with improved customer satisfaction and business agility. As we solve today's problems for our clients, we also enable them to reshape their businesses to meet and actualize the future.

Rapid advances in Artificial Intelligence and Machine Learning technology have enabled us to create disruptive technologies and accelerators under our Course5 Intelligence suites that combine analytics, digital, and research solutions to provide significant and long-term value to our clients.

Course5 Intelligence creates value for businesses through synthesis of a variety of data and information sources in a 360-degree approach, solution toolkits and frameworks for specific business questions, deep industry and domain expertise, Digital Suite and Research AI to accelerate solutions, application of state-of-the-art AI and next-generation technologies for cognitive automation and enhanced knowledge discovery, and a focus on actionable insight.