

REVENUE FASTRACK: *Driving Revenue Growth Using Your Customer Data*



You May Be Spending Too Much Of Your Precious Marketing Budget On Unmeasurable Channels!!

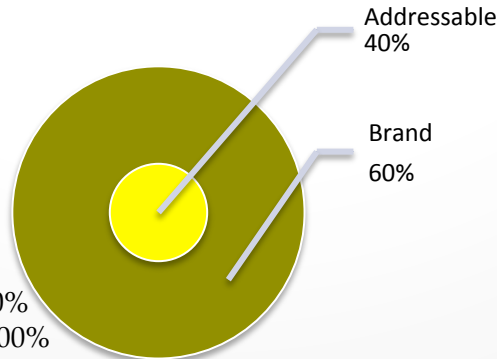
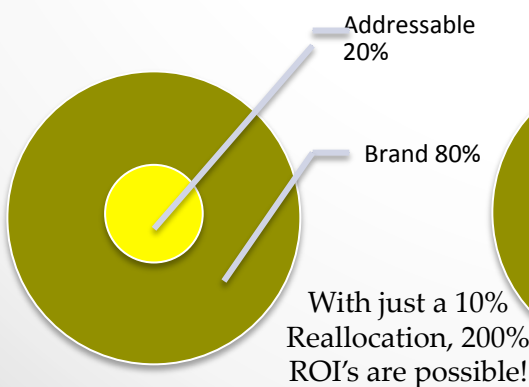
Branded advertising and targeted marketing CAN and should work together. Our clients understand the role of brand and recognize driving revenue growth comes from brand awareness coupled with addressable marketing..

Many CMO's are asking:

- How accurate or actionable is my data?
- How do we increase our marketing ROI?
- How can we use data to better develop relevant and engaging marketing communications?
- How can we measure the effectiveness of our marketing and advertising spend across our ad/marketing channels?



RMG's **Revenue FastTrack** process uses your existing data to develop predictive analytics, Customer and Prospect communication roadmaps and targeted campaigns that have generated 200 % ROI's. Is your marketing budget allocated appropriately?



In a recent HubSpot survey of Fortune 1000 marketers, 51% said they have little to no insight into which ad solution is working, and 46% have no assessment of channel performance.

How Is Your Measurement?

REVENUE FASTRACK

Driving Growth From Your Existing Customers

- Have you monetized the value of your current customers for cross-sell/upsell?
- Do you feel you have full insight into your current customers?
- Do you have segmentation and personas in place?

Our Revenue FasTrack Process At A Glance

Step 1

Analyze your current Data & Marketing Information
✓ Hygiene, Append



Step 2

Find more like customers/prospects
✓ Modeling, Predictive Analytics

Step 3

Develop a Comprehensive Communication Plan (CCP)
✓ Roadmap, Creative, Channel



Step 4

Develop dashboards for review
✓ Measureable results

Why play marketing roulette?

Addressable household advertising working in compliment with your brand advertising delivers the ability to develop response attribution and measured returns.

Measured results doesn't mean increased budgets. We believe a 10% reallocation within your budget will likely produce up to a 200% ROI.

With 30 years of experience. RMG has developed, implemented and measured omnichannel marketing plans for many Fortune 1000 market leaders.

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