Periscope®
by McKinsey

Marketing Solutions: Maximize the impact of your marketing spend

The Marketing Solutions suite provides actionable insights that enable you to make better and faster consumer-led decisions to optimize your marketing spend and drive revenue growth now and into the future.

The Marketing Solutions suite helps companies get cuttingedge insights into consumers' and buyers' needs and behaviors through agile market research techniques and proven analytic approaches. The solutions enable CMOs to make fact-based data-driven decisions to optimize their marketing spend, drive sustainable growth, and outperform their competitors.

Marketing Solutions help CMOs answer critical questions such as:

— What are my customers' current needs and pain points?

— What are the motivations behind and influencers on customer behaviors, needs, and attitudes?

— How does my brand perform against competitors?

— Which moments matter most across the consumer decision journey? Which channels and touchpoints matter?

— How do I grow sales without spending more on marketing?

— How do I save marketing costs without losing sales?

— How can I grow my top line and free up resources for investments along the media value chain?

— How can I increase conversion of my direct marketing campaigns?

— What are the best triggers for effective communication with my customers (timing, channel, and content)?

Customer Insights:

5-20%

Achieve 5-20% growth

Drive growth using customer-led insights derived from iterative quantitative and qualitative research, behavioral data, and social media, underpinned by advanced analytics and machine learning.

Customer Insights solutions include:

Agile Insights

Agile Insights provides deep insight into consumer behavior to help companies identify growth opportunities across marketing, branding, innovation, product design, and customer satisfaction. It employs four techniques that can be used iteratively to derive superior insights:

— "Survey": Get quantitative facts about the beliefs and behaviors of large groups of individuals

— "Speak": Talk to and/or observe individuals or small groups of people in real time

— "Scrape": Analyze what people are doing and saying online in social media

— "Scan": Access synthesized insights on a targeted topic such as digital marketing, often from multiple digital sources

Growth Mapping

Growth Mapping is an analytical approach that delivers abovemarket growth by segmenting and aligning behavior, benefits, and consumers, typically driving 3-5% growth in the first year.

— Understand how and why consumers make product trade-offs

— Identify and size opportunities based on category attractiveness and ability to win

— Build a prioritized road map that optimally allocates resources across the portfolio

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Strategy & Branding:

3-5%

Realize 3-5% topline growth

Gather in-depth and competitive insights on the performance and perceptions of the brand versus the competition and comprehend what really matters to consumers - along all touchpoints.

Strategy & Branding solutions include:

Brand Analytics:

Brand Analytics helps to bring brand delivery and messaging in line with customer needs and company strategy.

— Measure performance against competitors

— Pinpoint the attributes that drive consumer behavior

— Optimize brand positioning and messaging

Consumer Decision Journey (CDJ) Analytics:

CDJ Analytics provides deep insights on fundamental shifts in consumer behavior that enable CMOs to make informed decisions.

— Benchmark performance against peers across prioritized journeys and touchpoints

— Drive inclusion at each journey battleground and measure performance against competitors

— Better understand the sentiment and perception of current customers

Marketing Performance:

15-30%

Save 15–30% on marketing budgets

Increase marketing ROI through better decisions on allocation and marketing investment across geographies, instruments, and channels and free up resources for investment in high-potential growth opportunities.

Marketing Performance solutions include:

Value Advisor

Value Advisor enables the effective and fact-based allocation of the marketing budget in line with a company's strategic goals.

— Establish the right level of marketing spend

— Take a strategic view on how to distribute the budget across brands, categories, and geographies

— Align marketing with strategic priorities

Mix Advisor

Mix Advisor maximizes the ROI of the marketing mix by instrument.

— Analyze the efficiency and effectiveness of marketing activities

— Establish the right level of spend

— Optimize the mix of communication channels

Marketing Effeciency for Growth Diagnostics

MEG Diagnostics helps companies quickly assess marketing spend performance, allocation, and optimization to free up funds and redirect them to areas of high-potential growth.

— Identify opportunities to eliminate waste

— Optimize ROI and efficiently allocate marketing funds across offline and online touchpoints

— Organize marketing operations effectively across internal teams and external partners and agencies

Media Next

Media Next boosts the effectiveness of paid media and customer acquisition measures to drive topline growth.

— Fuel customer acquisition to drive superior growth

— Locate funds to invest in growth enablers

— Transform the marketing operating model to power topline growth

— Pinpoint how to maximize media ROI

Personalization:

15-30%

Improve revenue and retention by 15–30%

Build deeper relationships with customers and improve marketing campaign effectiveness through end-to-end personalization and digital service offerings.

Personalization solutions include:

Personalization Advisor Powered by Dynamic Yield
Personalization Advisor Powered by DY offers a 360° customer view, strategic insights, and a best-in-class decisioning engine.

— Deploy a best-in-class decisioning engine to communicate seamlessly across channels

— Personalize customer experiences across channels and sectors to create meaningful journeys to drive conversion

— Maximize consumer impact with strategic insights, focus workshops, and agile operating models

Customer Data Platform
Customer Data Platform unlocks immediate value by unifying data across all online, offline, loyalty, and 3rd party sources in one accessible data lake.

Personalization Diagnostic
Personalization Diagnostic helps to rapidly diagnose CRM impact potential in customer data.

Segment Analytics
Segment Analytics helps CMOs understand who their consumers are and how they cluster strategically to better target M&S efforts.

NPTB Analytics
NPTB Analytics delivers tailored product recommendations based on consumer needs and priorities.

Agile Marketing
Agile Marketing employs war rooms to work interdisciplinarily across McKinsey, companies, and agencies to capture value within weeks.

Impact Cases

Growth Mapping

Translated an Asian food company's new technology **into 3 consumerbacked platforms worth $1.5B+** by helping to develop a consumer-led strategy, identifying which growth spaces to focus on, and creating a product and positioning road map to guide innovation.

Customer Decision Journey (CDJ) Analytics

Delivered **10-15% growth acceleration and 2-5% uplift** in marketing effectiveness at a global drinks manufacturer using the CDJ framework to build specific brand strategies in 12 markets combining commercial, marketing, and experiential touchpoints.

Marketing Efficiency for Growth

Was deployed at a leading US retailer to **analyze over $1.8 B marketing spend**, expand tool capabilities, and rapidly execute near-term efficiencies. Benchmarking and best-practice analyses were executed across diverse categories and significant cost-saving opportunities were identified and translated into an actionable plan.

Personalization Advisor

Helped a furniture retailer enhance customer engagement and **increase online revenue by 18-25%** within 3 months through tailoring customers' website experience, operationalizing a cross-functional personalization war room, and tracking and accelerating impact through increasing test & learn mechanisms.