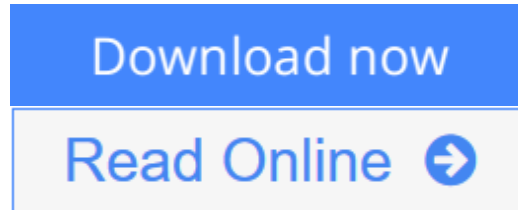


Marketing Performance: How Marketers Drive Profitable Growth

By Thomas Bauer , Tjark Freundt , Jonathan Gordon, Jesko Perrey, Dennis Spillecke



Marketing Performance: How Marketers Drive Profitable Growth By Thomas Bauer , Tjark Freundt , Jonathan Gordon, Jesko Perrey, Dennis Spillecke

Drive marketing ROI with an investor's mindset and a proven toolkit

Top marketers today don't shy away from financial accountability. In fact, they actively seek to account for the return on their companies' investments in marketing – because they want their budget to make a difference for their brands and for their business: more relevant messages, more effective campaigns, more satisfied customers, more profitable promotions, higher returns to shareholders. If this is how you think about marketing, this book is for you. It is a book for CMOs who adopt an investor's mindset, and it deals with the most pressing marketing performance questions.

This isn't a work of theory. This is a hands-on guide to better marketing for top managers, neatly packaged into ten concise chapters that are just right for a short-haul flight.

Learn how to:

- Increase sales with smarter fund allocation
- Reduce marketing costs without sacrificing effectiveness
- Strengthen the role of marketing with quantified ROI
- Build capabilities for sustainable performance improvements

Marketing Performance delivers expert insight, a wealth of proven success factors, and real-life case studies that will help you drive marketing performance and grow your business.

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"This book empowers marketers to infuse their function with an investor's mindset and drive sustainable marketing performance."

Pieter Nota, CEO Personal Health & CMO Royal Philips

MARKETING PERFORMANCE

Top marketers today don't shy away from financial accountability. In fact, they actively seek to account for the return on their companies' investments in marketing – because they want their budget to make a difference for their brands and for their business: more relevant messages, more effective campaigns, more satisfied customers, more profitable promotions, higher returns to shareholders. If this is how you think about marketing, this book is for you. It is a book for CMOs who adopt an investor's mindset, and it deals with the most pressing marketing performance questions:

- How much should you spend on marketing?
- How should you allocate your budget to brands or business units?
- What is the best instrument mix to achieve your marketing objectives?
- Which solutions and service providers do you need to get it done?
- Which capabilities should you build to make sure the impact sticks?

This isn't a work of theory. This is a hands-on guide to better marketing, neatly packaged into ten concise chapters. Drawing on our experience as consultants to the world's leading marketers, we bring you a wealth of proven success factors and real-life case studies. We won't give you all the details on marketing operations in this book. Instead, we focus on the ten things you need to get right to drive marketing performance and grow your business.

"If you only read one book about marketing, make sure it's this one. It is written for a board-level audience, and it treats marketing as a driver of higher returns."

—**Kenny Lam**, Group President, Noah Holdings Limited

"Adding facts to creativity and intuition and driving accountability for success, that's the future. This book paves the way into that future."

—**Christian Deuringer**, Director Global Brand Management, Allianz

"This is exactly the kind of thinking marketers need to make a difference today: get your objectives straight, focus on the big buckets, and hold people accountable to generate quantifiable returns on investment: your team, your agencies, everyone"

—**Michael Trautmann**, Founder and CEO, thjnk; Former Global Head of Marketing, Audi AG

About the Author

THOMAS BAUER joined McKinsey in 2001 and is based in Munich. As a Senior Expert in McKinsey's marketing strategy group he serves clients across industries and geographies on topics such as marketing spend effectiveness and brand management. Thomas co-leads the Marketing Navigator, a McKinsey technology solution for marketing performance optimization.

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