

A person in a military uniform is holding a tablet computer. The image is overlaid with a dark blue tint. The text 'CASE STUDY: MILITARY - PHASE 2' is centered on the image.

CASE STUDY:
MILITARY - PHASE 2

CLIENT BACKGROUND

Our client is a division of a branch of the United States Armed Forces and a critical component of ongoing military operations. They routinely engage in a variety of marketing and outreach activities focused on attracting volunteers to provide service to their country.

In Phase 1 of work with this client, we delivered foundational Return on Investment (ROI) analytics for their marketing activities, to determine which efforts would generate the best long-term results.

BUSINESS FOCUS

Appreciating the self-service and analytical capabilities delivered in Phase 1, the client requested an expansion of the supplemental data sources used in their marketing analytics application. Consistent with their culture of data- and analytics-driven business decisions, this Phase 2 augmentation was designed to further enhance ROI analytics and increase the robustness of their marketing analytics application.

OBSTACLES

Consistent with the client's original request, the Datasource project team initially set out to simply add demographic data, unemployment statistics, and survey data to the client's marketing analytics application. However, during the process of interviewing users, gathering requirements, and investigating new data sources, the team discovered the client's needs were a bit more complex.

The Datasource team completed interviews, gathered stakeholder feedback, and then collaborated with the client to identify a new Phase 2 scope with three prioritized areas of expanded application functionality:

1. Provide access to timely reports and track goal progress related to the client's annual marketing plan.
2. Integrate additional survey results to better measure user experiences with military marketing events.
3. Add capability to analyze results from surveys administered by client's advertising agency.

THE DATASOURCE SOLUTION

The Datasource Consulting team provided the necessary data integration expertise and business intelligence through leadership to successfully deliver the three application enhancement priorities.



Gathering Data



Various Surveys



① PRIORITY ONE:

Enabled goal-tracking and reporting for annual marketing plan.

- Incorporated new data source from the client's advertising agency, to be able to associate marketing activities to campaigns, as well as associated planned vs. actual metrics.
- Created a flexible, dynamic process that would allow each marketing plan owner to associate designated survey questions with campaigns for specific fiscal years.
- Added self-service reporting functionality.

NO MORE
waiting for
QUARTERLY
UPDATES

These enhancements provided application users with accessibility to information not previously available to them. With the ability to conduct their own analysis between quarterly updates from the advertising agency, campaign efficiency and effectiveness improved significantly.

② PRIORITY TWO:

Integrated additional survey results source for event-specific ROI analysis.

- Although there were the expected data consistencies between various survey types, in this deliverable we focused on the need to accommodate and integrate the ability to join directly to specific marketing events.
- Created a survey data model that could be used for any survey, from any data source.
- Delivered the most effective approach for standardization and scalability.

③ PRIORITY THREE:

Developed integration for client's agency-administered survey results. This deliverable allowed the client to assess how their brand is viewed by the public, prospects, and influencers.

- There were three different advertising agency surveys identified, and results from all needed to be included for comprehensive reporting and analysis abilities.
- We developed a data model that could integrate any survey data from the commonly used SPSS format. This allowed us immediately integrate results from the three agency surveys, plus results from several additional surveys the client discovered they needed to add during the process. Additionally, this model accommodated the likely need to add survey results from additional sources in the future.
- The model specified that results would be trended over time and geography.
- Some of these measures were also included in the annual marketing plan.

THE RESULTS:

Datasource delivered an efficient and effective way for this client to conduct ongoing national marketing, market analysis, and accessions analytics. These capabilities are now being used to develop best-value strategies and tactics for motivating the most qualified candidates to consider volunteering in our client's branch of the armed forces.



Strategic

- Program managers can now create reports and monitor their specific annual marketing plan activities and goals (planned vs. actuals) throughout the year, rather than waiting for quarterly updates. This ability supports enhanced real-time decision making, as well as planning for future fiscal year marketing activities.
- In addition to the annual marketing plan, program managers needed consolidated access to multiple survey results. One acute need was for pre- and post-survey results from specific marketing events (at the lowest level of reporting available). By integrating these results, event-specific ROI analysis is now possible. Additionally, the ability to correlate lead information with event survey results allows users to analyze geography and demographics to facilitate enhanced future event planning.
- With integration of advertising agency-administered survey results into the application, the client can assess how their brand is viewed by the public, prospects, and influencers.

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Contact us to learn more about how our data integration solutions can help your organization run more efficient operations.