

Optimization of marketing practices and cost reduction *Customer Insight & Query: Reporting Analysis*

THE CHALLENGE

The marketing department at a leading software company in Redmond needed help adjusting the delivery organization of their email campaign. They needed to meet an increased demand for services without increasing their staff.

THE ENDEAVOR SOLUTION

Endeavor learned that marketing department delivered metric reports at 7 days and 30 days, simply because “this is how we’ve always done it.” After a click-through analysis of all promotional campaigns across all services, Endeavor found that about 90% of all email click-through results were obtained in the first 8 days of delivery. Based on this information, Endeavor recommended that the marketing department eliminate its 30-day report.

THE RESULTS

Eliminating the 30-day report would reduce the marketing department’s workload by 35 to 45 hours per month, while maintaining its actionable marketing data. Endeavor performed its analysis without interrupting the current service and presented the recommendations to the project owner for evaluation.