

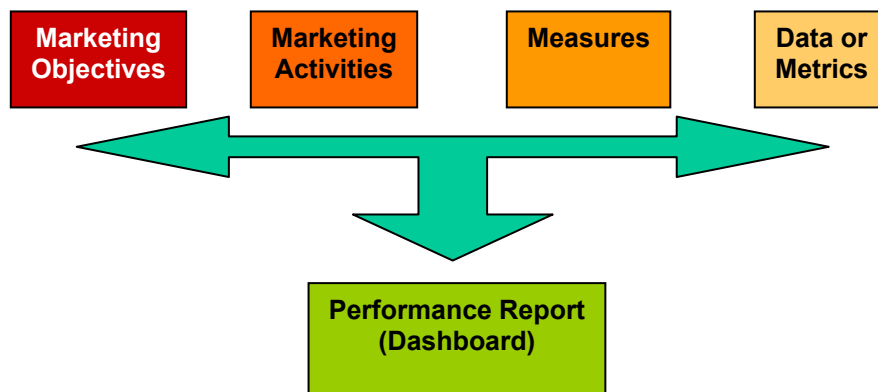
Marketing Performance Systems | *Performance Management Portfolio*

Effective marketing management implies the ability to monitor, control and adjust marketing programs over time. Strategies are difficult to evaluate or adjust without relevant performance metrics. Effective management is even more difficult without systems or processes designed specifically for performance monitoring.

T|M|W helps organizations design and implement marketing performance systems that allow monitoring of the most important marketing variables. That monitoring leads to the ability to change or eliminate low impact activities or to build and leverage on effective strategies. Our methodologies do not require expensive software implementations. As much as possible we try to work with data readily available to most marketers. We will provide your company with tools that will allow you to manage more successfully and achieve greater results by focusing on the vital few measures that matter to your key stakeholders.

Our Approach

T|M|W brings best practices to the Marketing Performance Systems. Our approach is based on business measures designed specifically for your organization, linked to your business goals and strategies. The diagram below summarizes the key inputs and outputs of our approach.



Our design process ensures that our performance measurement process is not only meaningful but also useful - to all marketing decision-makers.

Benefits

Implementing a T|M|W Marketing Performance System provides several benefits:

- **Performance Improvement** - You can't change what you don't know. We provide you with a solid view of your Marketing Performance based on data that is most important - and readily available. Revenues, margins and strategic position can be enhanced.
- **Improved Decision Making** - Equipped with the right data, our disciplined, objective process will use indicators that are directly related to decision making.
- **Cost Savings** - Disciplined performance measurement systems inevitably lead to increased productivity and increased marketing ROI - without strategic sacrifice.

Better Marketing Performance