Growegy

Connect Marketing Planning to Revenue Performance

Introduction

This white paper presents Growegy's full-stack solution, which encompasses data preparation, planning, prediction, monitoring, improvement, and investment.

Growegy is dedicated to assisting companies in achieving their marketing goals by providing a comprehensive platform that leverages data analytics, predictive modeling, and real-time monitoring. This white paper outlines the key benefits of Growegy's solution and demonstrates how it enables marketers to optimize their marketing strategies, maximize ROI, and drive revenue growth.

Summary

Growegy empowers marketers to make data-driven decisions, optimize their marketing campaigns, and achieve revenue goals. By integrating data preparation, planning, prediction, monitoring, improvement, and investment functionalities, Growegy provides a holistic approach to marketing optimization. This solution helps marketers streamline their processes, improve efficiency, and adapt to changing market conditions. By leveraging advanced analytics and machine learning algorithms, Growegy enables marketers to identify underperforming areas, make informed adjustments, and maximize the impact of their marketing activities.

Growegy Key Benefits

1. PREPARE

Enhanced Data Preparation: Growegy ensures that data is tracked, maintained, and mapped accurately, preserving the chain of custody. By aligning definitions, adding timestamps, and identifying missing data, Growegy improves data quality and enables effective planning and reporting.

2. PLAN

Comprehensive Planning: Move away from manual and disconnected spreadsheet planning with Growegy's platform. Gain a comprehensive view of your marketing plans, schedule and track programs, collaborate with team members, and easily adjust your strategy. The calendar-based interface allows for efficient campaign creation, delivery, and performance prediction.

3. PREDICT

Accurate Prediction: Growegy leverages custom modeling approaches to accurately predict conversion rates and determine the time it takes for different marketing programs to impact the funnel. By observing the current funnel and identifying opportunities for optimization, Growegy helps marketers achieve faster and more impactful results.

4. MONITOR

Real-time Monitoring: With Growegy's real-time campaign performance monitoring, marketers can identify underperformance and make necessary adjustments throughout the quarter. Track leads and opportunities, align marketing efforts with sales needs, and monitor the overall marketing mix performance to ensure marketing goals are met.

5. IMPROVE

Actionable Insights and Improvement: Identify underperforming campaigns and close gaps with Growegy's recommended actions based on historical metrics and ROI. Make data-driven decisions to optimize campaigns, maximize budget allocation, and achieve desired results. Growegy's platform enables businesses to proactively pivot and ensure campaigns are producing the desired outcomes.
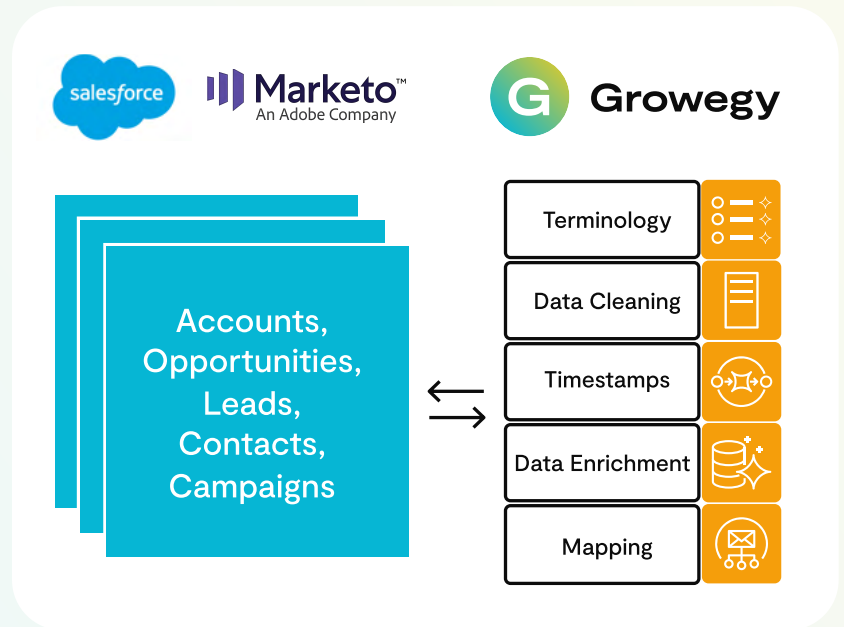
6. INVEST

Effective Investment Tracking: Gain a comprehensive view of marketing investments and understand which campaigns deliver the best ROI. With insights into channel performance, marketers can adjust or eliminate campaigns accordingly. Set objectives, track progress, and make modifications to maximize results. Growegy's flexible campaign attribution logic allows for pinpointing the best-performing channels, optimizing performance, and making data-driven decisions.

Nobody's data is perfect. We know that. That's why we start with data preparation. To ensure a successful attribution effort, data must be tracked and maintained in a manner that preserves the chain of custody.
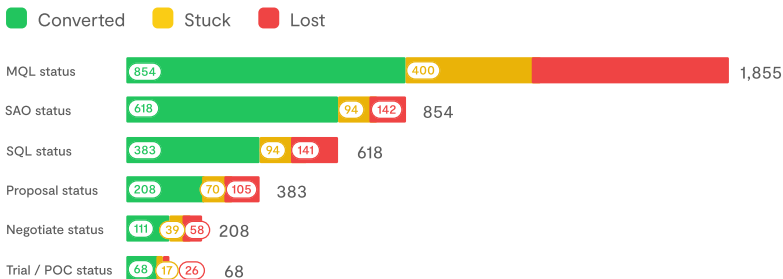
Growegy works with teams to review and map the data connections, add timestamps and needed fields, align definitions, and find missing data.

This process results in a Service Level Agreement that includes decisions related to campaigns, programs, tactics, data attributes, and other data necessary for effective planning and reporting.

salesforce   Marketo™ An Adobe Company   G Growegy

Accounts, Opportunities, Leads, Contacts, Campaigns

Terminology

Data Cleaning

Timestamps

Data Enrichment

Mapping

The next step during the preparation step is analyzing your historical data and defining the company's DNA. Growegy helps you to gain clarity into your marketing performance. We'll connect your Marketing and Sales funnels and analyze your data to figure out key marketing variables, such as conversion rates and velocity, making data tracking and campaign management more efficient.

Status Analytics

● Converted   ● Stuck   ● Lost

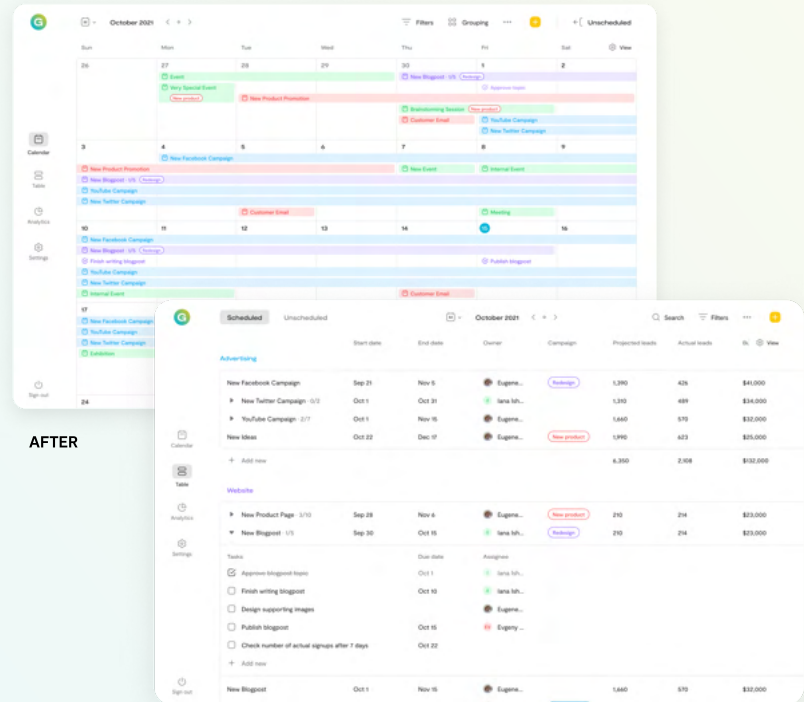| MQL status | 854 | 400 | | 1,855 |
SAO status	618	94	142	854
SQL status	383	94	141	618
Proposal status	208	70	105	383
Negotiate status	111	39	58	208
Trial / POC status	68	17	26	68

With our custom modeling approach, we can accurately predict conversion rates and determine the time it takes for different programs to have an impact. Growegy also helps you to observe the current funnel and find everything that can be moved or activated to get faster results.

It is easy to get stuck in a spreadsheet cycle. We have been there. Things are manual, painful, disconnected, and disorganized, and if that formula doesn't work or someone adds a value to your array calculations, a bunch of #N/A errors jumps everywhere. We have you covered! Growegy helps you to move away from the spreadsheets planning!

Our platform provides marketers with a comprehensive view of their current marketing plans, enabling them to schedule and track programs, set reminders, and collaborate with team members.

BEFORE

AFTER

We'll transfer your existing plans from spreadsheets or other tools, and our features will help you gain visibility over what's planned, how it's working, and how you can adjust your strategy.

With Growegy, you can plan, create, and deliver campaigns while easily predicting performance, justifying budget allocation, and measuring the impact.

By using the calendar as the primary metaphor, it is possible to work backward from the amount of revenue needed and allocate budget and resources to specific programs that fit within the quarters' time constraints.

When the data is clean, historical analytics is completed, and your marketing plan is moved to a place it deserves to be, we move to prediction. Planning disconnected from revenue goals can lead to missed targets. To avoid this, Growegy offers forecasting of marketing tactics based on historical results and lead-to-revenue projections.

Our predictive statistics enable more accurate forecasting by connecting marketing plans to their revenue goals. Marketing teams can analyze their go-to-market plan, eliminate the calculated pipeline coverage gap, and use what-if modeling to see how planned activities can impact the forecast.
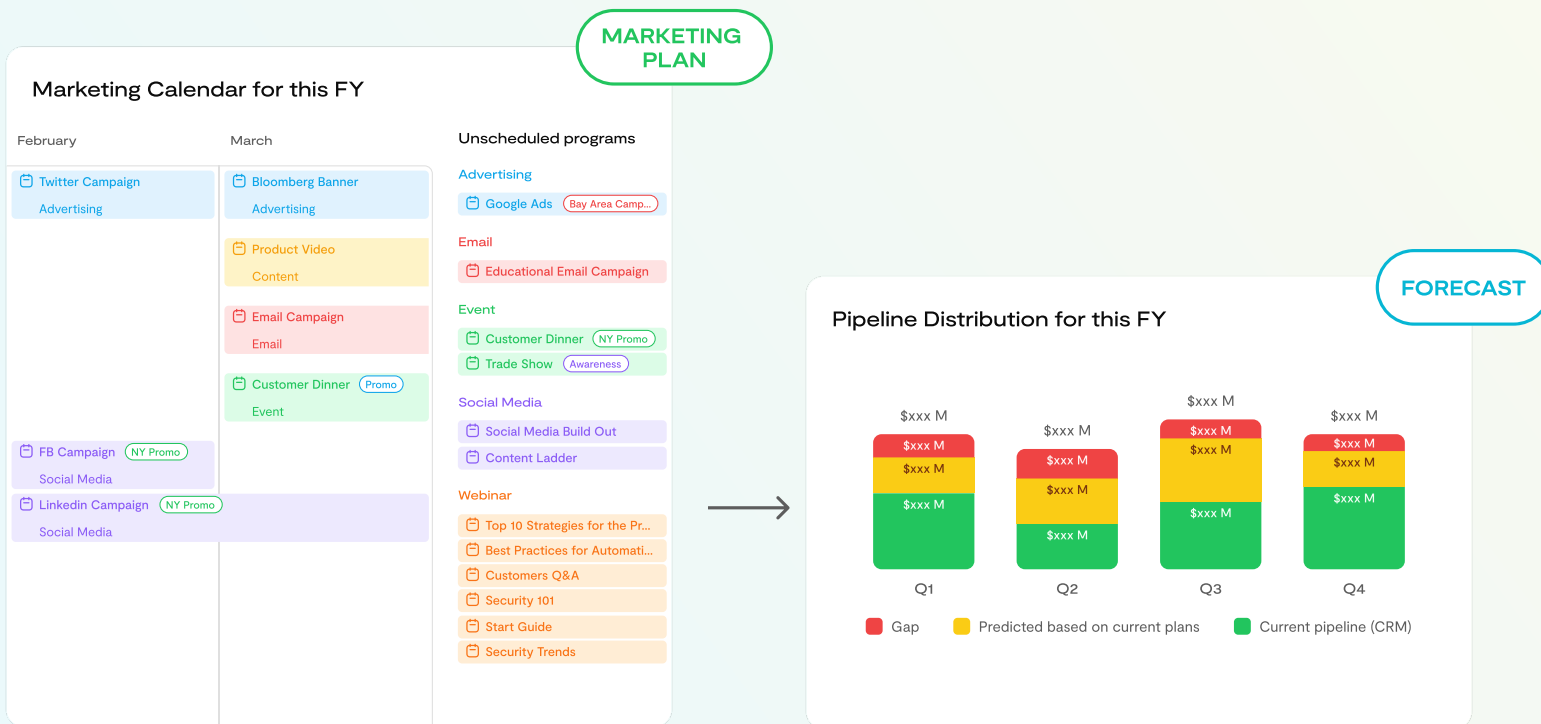
Growegy's marketing planning solution enables teams to bridge the gap between their marketing plans and revenue goals. The calendar view provides an intuitive interface for creating and delivering campaigns, while the forecasting chart displays the sales coverage forecast alongside the marketing forecast. This provides visibility into where the company may fall short of revenue goals in the upcoming quarters.

Additionally, the learning algorithm helps to accurately predict program performance and when it will affect the funnel. By combining these features, Growegy's solution allows marketing teams to adjust their plans in response to changes in the market, enabling more accurate and timely forecasting. This results in more efficient and effective marketing plans, leading to higher ROI and increased revenue.

Have you been in a situation when 30% of the sales pipeline was moved 2 weeks before the quarter end? Or when that marketing webinar hasn't performed as expected and you needed to find a new lead-generation way ASAP? We got you. Growegy's real-time campaign performance monitoring ensures you don't have to wait until the end of the quarter to identify underperformance.

Our platform tracks leads and opportunities through the funnel, allowing you to assess which programs are performing as expected and which may need adjustments. With this data, you can align your marketing efforts to sales needs and accurately monitor the full marketing mix performance. We can help you identify gaps, assess the reasons for them, and recommend changes to ensure you meet your marketing goals.
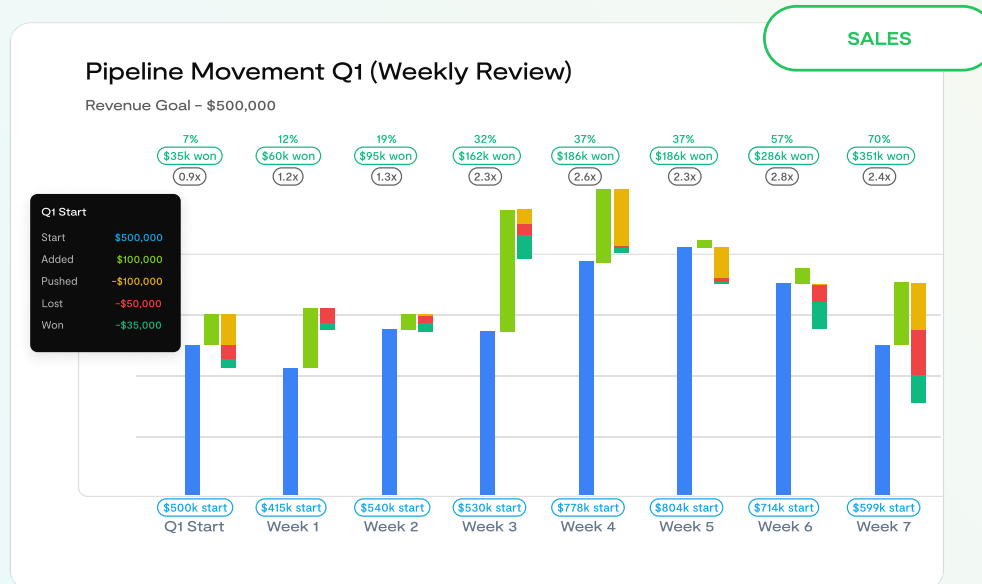
Our platform also provides actionable insights and powerful visualizations to help marketers identify any gaps or underperformance and quickly adjust their campaigns and tactics to ensure they meet their goals.
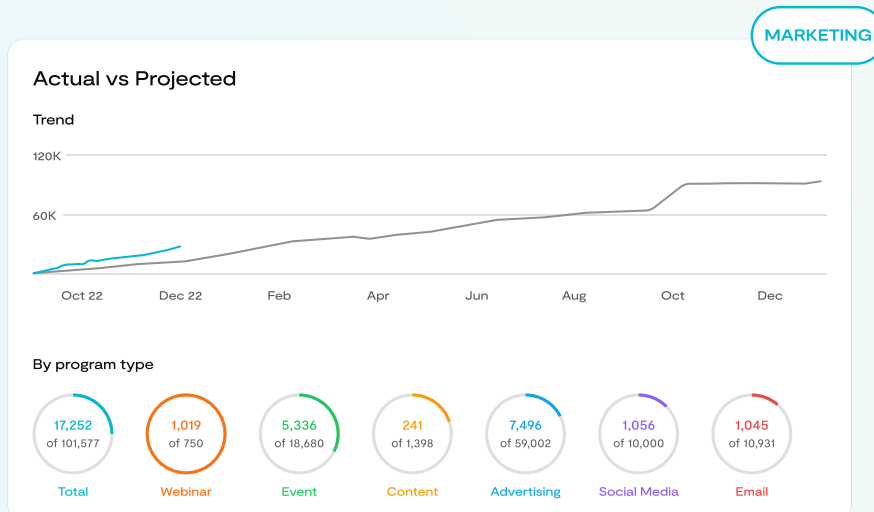
Our marketing planning platform helps you create predictable revenue streams for any quarter, track the performance of your campaigns and quickly identify problem areas. However, it is not just enough to identify the underperformance, right? You have to come up with the optimal strategy to close that gaps. And we are here for you as well.

We provide the solution to close any gaps that exist by recommending the necessary actions to take. Taking into consideration your company's DNA, our model uses historical metrics such as conversion rates, velocity and ROI to prescribe the best mix of marketing mix that is within your budget, team's capacity and current funnel.

Our Recommendations for 2023

To address the $4.3M gap in the pipeline

	Avg. budget	Predicted pl	Velocity
☐ Activate upsell opportunities	$5,000	$2,500,000	45 days
☐ Invest in the targeted ads	$100,000	$600,000	85 days
☐ Add Content Syndication	$30,000	$1,000,000	150 days
☐ Add Google Advertising Campaign	$10,000	$500,000	65 days
☐ Webinar Series (3)	$50,000	$600,000	113 days
	$195,000	$5,200,000	

With Growegy, marketing can link campaigns to revenue and proactively pivot in real time to close underperforming campaigns. By leveraging Growegy's platform, businesses can quickly identify any problems or gaps that exist and take the necessary actions to close them. This helps maximize budget dollars and ensure that campaigns are producing the desired results.

Budget for 2023

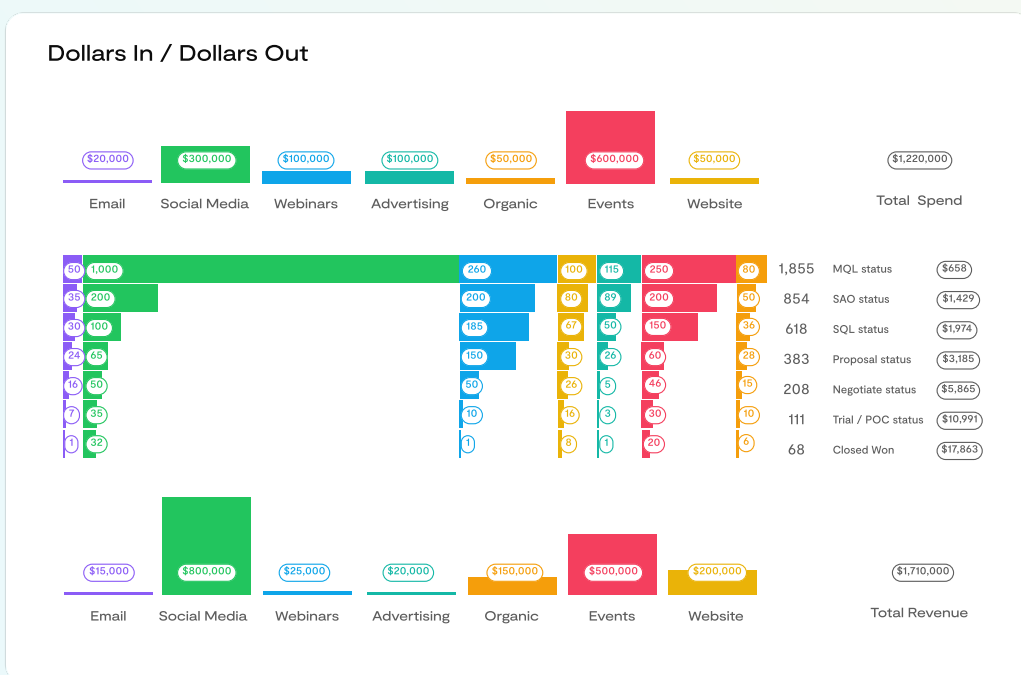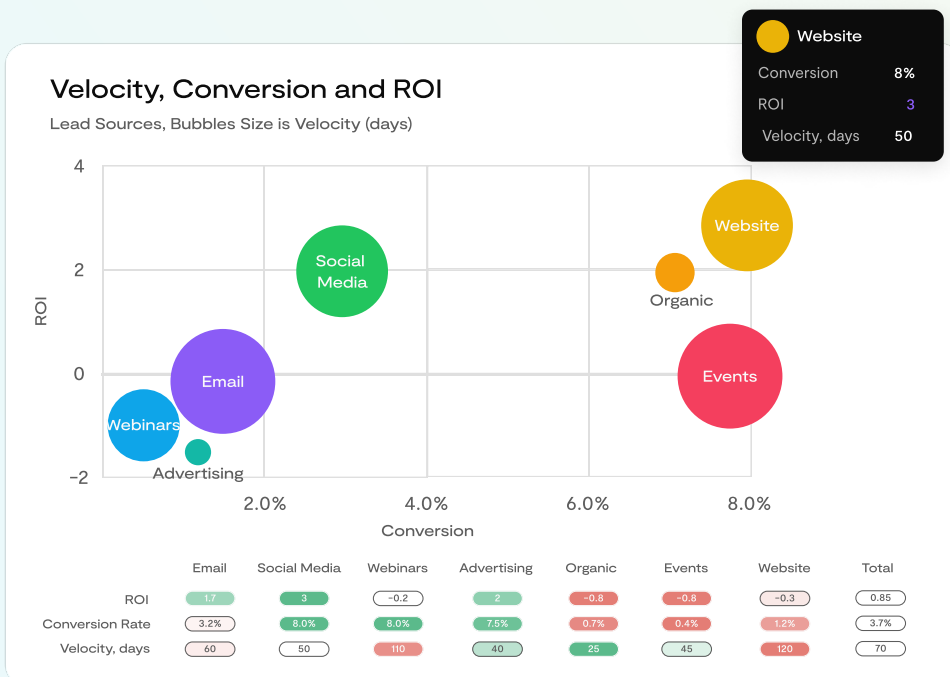| Spent	Planned	Unassigned	Total
$200,000	$1,103,000	$197,000	$1,500,000

Growegy helps marketers get a comprehensive view of their marketing investments and understand which campaigns are delivering the best ROI. Our data and analytics provide insights into which channels are performing and which should be adjusted or eliminated. We help marketers set objectives and track progress, so they can quickly identify any issues and make modifications to their plans in order to maximize their results.

Our flexible campaign attribution logic allows marketers to pinpoint the best-performing channels, making it easier to optimize their performance. We can work with any desired attribution model or recommend one that fits best for your company.

Dollars In / Dollars Out

	Email	Social Media	Webinars	Advertising	Organic	Events	Website	Total Spend
Spend	$20,000	$300,000	$100,000	$100,000	$50,000	$600,000	$50,000	$1,220,000

Email	Social Media	Webinars	Advertising	Organic	Events	Website		Status	Value
50 / 1,000		260	100	115	250	80	1,855	MQL status	$658
35 / 200		200	80	89	200	50	854	SAO status	$1,429
30 / 100		185	67	50	150	36	618	SQL status	$1,974
24 / 65		150	30	26	60	28	383	Proposal status	$3,185
16 / 50		50	26	5	46	15	208	Negotiate status	$5,865
7 / 35		10	16	3	30	10	111	Trial / POC status	$10,991
1 / 32		1	8	1	20	6	68	Closed Won	$17,863

	Email	Social Media	Webinars	Advertising	Organic	Events	Website	Total Revenue
Revenue	$15,000	$800,000	$25,000	$20,000	$150,000	$500,000	$200,000	$1,710,000

We also provide a Dollars In/Dollars Out view to understand what is driving revenue, as well as a system of tracking and reporting on the success of campaigns. This helps marketers stay on budget and make data-driven decisions.

Finally, our predictive analytics give marketers the ability to predict outcomes and determine the expected impact of their activities.

Velocity, Conversion and ROI

Lead Sources, Bubbles Size is Velocity (days)

Website
Conversion	8%
ROI	3
Velocity, days	50

	Email	Social Media	Webinars	Advertising	Organic	Events	Website	Total
ROI	1.7	3	-0.2	2	-0.8	-0.8	-0.3	0.85
Conversion Rate	3.2%	8.0%	8.0%	7.5%	0.7%	0.4%	1.2%	3.7%
Velocity, days	60	50	110	40	25	45	120	70

Conclusion

Growegy offers a full-stack solution that empowers marketers to overcome challenges in data preparation, planning, prediction, monitoring, improvement, and investment tracking. By leveraging Growegy's platform, businesses can optimize marketing performance, maximize ROI, and achieve revenue goals. With its comprehensive features and actionable insights, Growegy revolutionizes marketing planning and ensures marketers stay ahead in the dynamic business landscape.

Contact Us

Contact us for more information at hello@growegy.com or schedule a demo