SUTHERLAND MARKETING MIX OPTIMIZER —
MAXIMIZE YOUR MARKETING ROI

Optimal alignment of the marketing mix is a critical strategy that is leveraged across organizations to best understand how to plan for a product or service offering. This set of tactics is generally executed through what is known across marketing organizations as the 4 P's: **price, product, promotion, and place**. Each element of the marketing mix model influences one another. When coordinated effectively, an organization can experience great success and reap substantial rewards off their investment. But, when coordinated and executed poorly, it could take years for a business to recover and offset the financial loss.

Marketing mix modeling is an analytical approach which uses past performance to help you determine how each marketing element contributes to a brands overall success, volume impact and financial return. It focuses on quantifying the short-term impact of each of the marketing activities as well as gives a broader picture of how things can shape up over the long run.

With **Sutherland Marketing Mix Optimizer** deployed on **Google Cloud Platform (GCP)**, our clients can analyze their historic information such as point-of-sale data enhanced with Sutherland-curated external data sources to quantify the sales impact of various marketing activities. It allows the client to define the effectiveness of each of the marketing elements in terms of its contribution to sales volume, effectiveness, efficiency, and return on investment (ROI). The insights derived can then be used to adjust marketing tactics and strategies, optimize the marketing plan and to forecast sales while simulating various scenarios.

> Ultimately, **Sutherland** and **Google Cloud** enable transformation to equip marketers with best-of-breed and customized cloud-based analytics so that you can reach your customers efficiently and effectively.

The benefits you reap from Sutherland Marketing Mix Optimizer:

- **See the Whole Picture:** Through a single lens, get a 360-degree view of your online and offline marketing. Aggregate multiple views into one clear picture. Plan and analyze across channels.
- **Plan Confidently:** Plan, budget, and invest faster and easier than ever. Achieve a more agile process and easily adjust if budgets go up or down.
- **Understand the Impact of Changes:** Gain predictive insights to see how changes to your plan will impact business results. Connect your online and offline marketing to predict and improve moving forward.
- **Make Marketing Accountable:** Quantify results to link your marketing investments to financial performance. Quickly see how to improve both short and long-term results by changing your marketing mix. Align marketing with company financial goals.

Features:

- Multi-source data Integration
- Slice & dice tools
- Sales drivers analysis
- Marketing budget optimization
- Dynamic scenario simulations
- Campaign timing and frequency

Use Cases:

- Campaign management
- Campaign-to-call volume
- Inbound / outbound sales

The Sutherland Marketing Mix Optimizer can maximize the marketing ROI for business goals as varied as improving customer acquisition rates, lowering customer attrition, generating higher revenue per customer, increasing average order value, increasing market share or simply increasing brand equity.

When the Marketing Mix Optimizer is built on GCP, you benefit from more data sets, more machine learning (ML) models, and more activation connectors to discover insights faster – honing your competitive edge. Ultimately, Sutherland and Google Cloud enable transformation to equip marketers with best-of-breed and customized cloud-based analytics so that you can reach your customers efficiently and effectively.

Sutherland's approach to GCP:

1. We adopt a customer-centric approach that provides solutions and deployments unique to each client.
2. We are 100% focused on customer success. Our incredible depth of understanding of the service environment ensures our customers achieve their desired outcomes.
3. We believe in relationship focused outcomes for our clients and their customers, and for Sutherland. We design our partnerships for a win-win-win.
4. We work with global leaders in almost every major industry, leveraging our deep domain knowledge and GCP's secure, open, collaborative, and intelligent technology, in every combined interaction.

To learn more about how Sutherland and Google Cloud can help, please contact us at **googlecloud@sutherlandglobal.com**, visit us at **www.sutherlandglobal.com/googlecloud**, or call **1.585.498.2042**.