

“North American B2B companies spend

\$77B

on marketing programs and campaigns annually with no real idea how it affects sales.”

– Direct Marketing Association

This should be a sobering fact for any CEO, CFO or CMO and yet it is often not one that is being addressed effectively in most organizations. Gartner goes farther in their paper on Marketing Performance Management by saying “Marketing is often viewed as a “cost” center... because of the inability to measure marketing initiatives and/or associate them with revenue gains.” The challenge we see is that many organizations cannot seem to close the loop between what they spend on marketing and the impact it has on the bottom line.

Challenge: Moving from Metrics to Meaning

According to Forrester Research (Redefining BtoB Marketing measurement) “B2B marketers struggle to move beyond simply collecting metrics to building actionable processes that use metrics to tie marketing and sales activity closer together.” The sad thing is that much of this information is or can be available to an organization with relatively little effort. Companies often have the data they need, but they can’t put the pieces together across channels and siloed technologies.

Traditional Solutions: Overhead & Headaches

Addressing this problem has been difficult until now, with many vendors pushing expensive ETL and data warehouse solutions as the only way to bridge the gap between sales, financial reporting and marketing data. This approach is extremely time and capital intensive and as such it often gets relegated to one of those projects that is perpetually “just on the horizon”. Also, the critical relationships between a customer and their Clickstream are often lost or viewed as just a jumble of pages. There needs to be a better way.

An Elegant Solution to a Complicated Challenge

We created Pion; the revolutionary, real-time open-source platform, to enable you to rule your data. Pion consumes data from multiple sources, such as weblog files, structured files, XML, JSON, databases, live network traffic and real-time streams. Pion can also quickly and easily process all of that data from various sources with its powerful Reactor architecture. A Pion Reactor is a building block that does some sort of logic from simple things like filtering to more complicated things like Clickstream analysis/creation or SSL decryption. Reactors are then chained together to deliver enriched, timely information in just the format you want to consume it in. With Pion you can gain more insight without the big IT project traditionally associated with integration.



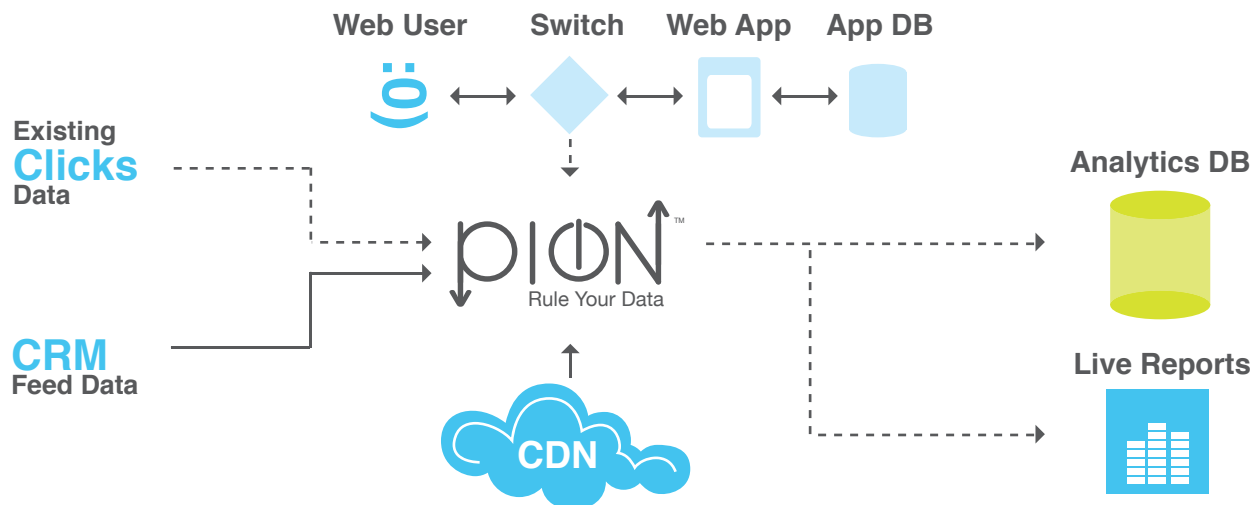
Case Study - Getting a 360° Customer View from Distributed Web Applications

Let's take a look at a common scenario to see how thorny the problem can be. A software company we are working with is struggling to get a complete view of their customers. They've taken the normal web analytics steps, but as with most companies they are leveraging a Content Delivery Network (CDN) to accelerate their website so they can't see the total response time. They can't put together the entire customer experience because half of the information they need sits outside with their CDN provider (Akamai). They also want to know what happens to users after they leave the site. Do they make a purchase through a separate channel? Not knowing means that they can't effectively go from lead to revenue because the data is in different formats and locations.

Pion helps them to assemble this puzzle from the disparate data by:

- Virtualizing the data to provide the correlation and translation necessary to effectively analyze the data
- Merging existing clickstream data or live web traffic with the performance data they get from Akamai
- Analyzing the traffic to assemble complete clickstreams and figure out who the logged in user is

Pion relies on user identification to map each user's web experience to their CRM profile, allowing us to see what they did after they left the website. The software company is finding that many of their best customers actually browse for what they want online before contacting a sales rep they know and trust. If they were just looking at the web analytics tools they had, they would have concluded that these browsers online were an un-profitable waste of resources when in fact they represented some of the best customers.



Take Your Existing Analytics to the Next Level Today

Pion helps companies take the next step in creating a more holistic view of marketing performance without the expense and time required by a complicated data warehousing or custom analytics project. Pion's drag and drop workflow, reactor-based model, speed, ease of use and flexibility all work together to provide better solutions to your complex problems.