

# NO MORE FUZZY ROI

## TREND MICRO SEES EXACTLY WHICH MARKETING PROGRAMS ARE PERFORMING

### The Background



Vladlena Mitskaniouk is the epitome of data-driven marketer. As Senior Manager, Global Digital Marketing and Analytics at cyber security firm Trend Micro, she was in search of visibility beyond their top-of-funnel marketing efforts. She wanted hard numbers that detailed what was really impacting Trend Micro's bottom line—and she wanted to share this data to empower the entire global marketing organization.

Vladlena and her team had numerous marketing technologies in place that had been built in house and paired with more traditional solutions like marketing automation and CRM. But it was just too difficult to regularly bring the data together across her disparate martech tools for a clear picture of their marketing program performance.

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The tools we had answered some of our questions, but we were ready to dive deeper into our data than our existing tools allowed. They didn't get to the level of complexity we were hoping for with our marketing attribution model.

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## The Challenge

Vladlena and her team were getting more and more requests for data analysis from their regional marketing teams. How were each of their programs performing against business objectives? How could they optimize each new campaign?

Vladlena needed a solution that would help her to build out a highly accurate marketing attribution model to answer these questions—and effectively structure reports and dashboards to share with marketers across the business.

## The Solution

ORM's advanced machine learning platform reads historic data to produce astonishingly accurate sales and marketing plans. With optimized analytics, marketers like Vladlena can:

- Accurately measure marketing performance and ROI (with multi-touch attribution)
- Predict marketing's future contribution to pipeline and sales
- Access prescriptive marketing recommendations with optimal marketing mix
- Visualize marketing and sales data

Vladlena and team decided to pilot ORM's platform with a regional proof-of-concept. They set out to understand the ROI of their digital advertising and determine how different lines of advertising were impacting Trend Micro's sales.

ORM synthesized data from across Trend Micro's marketing stack using the tracking they already had in place—no additional data or tracking scripts needed—and analyzed the results.

Vladlena was thrilled!

ORM allowed her to analyze advertising performance granularly—across platforms, products, content, days ads were posted, etc.—to understand what, exactly, was driving qualified leads.

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Leveraging the ORM system, we were able to dig into every aspect of our advertising across campaigns and platforms and have very concrete evidence of where we should be investing in the future.

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She was convinced. Vladlena worked with ORM to set up their marketing solution across the United States, Latin America and Canada. These regions now use their own custom ORM dashboards to easily access performance data on the programs they run—and the influence they have on sales.

## The Results

Vladlena now has a crystal-clear picture of how all of her global marketing programs are performing—and how to optimize them for the future. Beyond just understanding whether programs worked or not, she knows which programs had the most impact.

And many of her regional marketers have the same.

Regional marketers particularly like the ability to easily visualize performance at the account level—rather than manually examining every lead on the account. They can quickly open the account, see the full account's journey with Trend Micro, what marketing they've engaged with, and how their marketing efforts resulted in pipeline and sales.

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I spend a lot of time in the tool every day...and I can answer questions easily. I can run different queries without setting up new tech every time I have a new question. And when we do run into those scenarios, ORM is there to help us with those needs, too.

One of the biggest successes working with ORM is having the ability to empower marketers to use data in their day-to-day work, rather than having that data sit with a data analyst.

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## Moving Forward

Confident in her data and decision making, Vladlena plans to share her confidence with the rest of the company—she will continue to expand the ORM platform into all regions of Trend Micro's business.

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My goal is to have every marketer be a data-driven marketer. To feel empowered. To know the performance of their programs and feel confident in the choices they're making. I want our organization to be a digital marketing organization through and through.

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Want to drive your marketing decisions with data—and accurately measure their impact—like Vladlena is? Then it's time to bust the martech siloes and ditch the manual processes. See how ORM Technologies can help you analyze, predict, and optimize your marketing.