

Pulling together, we can move mountains



What you can achieve with a single source of marketing truth

One retail marketing team implemented Simple to manage all marketing operations. This is what happened.

- ↑ **300** extra campaigns completed in the first year
- ↑ **\$22m** additional revenue in the first 12 months
- ↓ **25 hours** tracking progress of work reduced to minutes
- ↓ **68%** reduction in errors in the first year

How a major retail group saved \$22m in its first year with Simple

A major retailer streamlined its marketing processes on Simple's central marketing resource management platform to increase capacity and accuracy, and grow revenue.

The Challenge

The digital, data and ecommerce unit within a major retail group was scaling up, with plans to double its total marketing budget to \$1bn by 2020.

Along with the core brand and its loyalty program, four other group brands came on board, resulting in a big increase in marketing activity volumes.

The digital unit was working with 40 to 50 marketing teams across the group, touching as many as 600 employees. The 300-strong marketing/operations team worked across channels including email, display advertising, social media, direct mail, digital wallets, and more – resulting in complex workflows.

The Problem

In this high-pressure retail environment, marketing processes and compliance approvals were previously managed using more than 30 unconnected spreadsheets.

Marketers reported 30% to 40% of their time was being wasted on administration -- including copying and pasting information. "We needed a single source of marketing truth," the Scheduling and Forecasting Manager told Simple.

“ We needed a single source of marketing truth. It's been a massive timesaver. ”

Scheduling and Forecasting Manager,
Major Australian retailer

The Result

The retailer streamlined its marketing processes and implemented Simple as its central marketing operations platform, delivering some impressive results in the first 12 months alone.

The team has been able to work smarter, faster and leaner, allowing it to complete an additional 300 campaigns in the first year compared with the previous year, generating material additional revenues.

In compliance, the results have been transformational with customer-facing errors reduced by more than two-thirds (68%) in the first year. That reduction in errors has helped generate cost-savings worth an estimated \$22 million in the first year. "Some of those errors previously would have cost many millions of dollars," the Operations and Quality Assurance Manager for the Loyalty team told Simple.

Simple also saves staff up to 25 hours a week by providing real-time information on all work-in-progress on a daily basis. "Every morning we pull out a true report of how campaigns are tracking," the Scheduling and Forecasting Manager said. "It's been a massive timesaver."

**We'd love to help your marketing team work smarter and faster to achieve its full potential.
Contact us for a chat today.**