



# Case Study

## Online Marketing Spend Strategy

### Background

The Client, a major player in the banking and financial sector, had identified a growing issue in their online marketing space, (i.e., creative agencies, digital media, search/keyword). They were unable to interpret, share and manage information effectively, making tactical and strategic business decisions ineffective. The Client approached JVKellyGroup to develop a strategy for how to optimize their online marketing space spend.

### Challenge

The Client had interdependent internal relationships with their marketing providers, therefore any strategies would have to be sensitive to these existing relationships.

### Response

JVKellyGroup reviewed historical expenditures for marketing-related activities to determine which relationships were the most meaningful and most likely to deliver savings and interviewed various Client marketing professionals to understand the issues, challenges and programs that effect their marketing environment .

### Result

JVKellyGroup designed a strategy that identified short, medium, and long term solutions that would provide the Client with increased transparency into spend and activities across the enterprise, harmonize processes to enhance efficiencies and reduce end-to-end “complexity” from campaign to customer. Implementing the improvements highlighted in the strategy will yield savings of 4% to 6%.

**Industry**  
*Financial Services*

**Spend**  
*\$125M*

**Results**  
*Increased transparency*  
*Streamlined process*  
*4%-6% savings*

**Timing**  
*60 day assessment*