

Case Study

MarTech Assessment & Recommendation for Global Eye Care Company

Challenge

Actable partnered with a leading Global eye care company to develop a future state MarTech vision that spanned geographies and business units. The customer was challenged with technology siloes that primarily enabled Sales and Product; however, there was a large opportunity to create more orchestrated consumer experiences that could not be achieved with the lack of data available to drive marketing use cases, underutilized MarTech capabilities, and operational siloes.

Solution

Actable introduced its use case-driven framework to assess current capabilities core to delivering consumer experiences and develop a future state recommendation. Actable led discovery with 18+ stakeholders and curated workshops across the organization to address business objectives, use cases, and data and technology gaps.

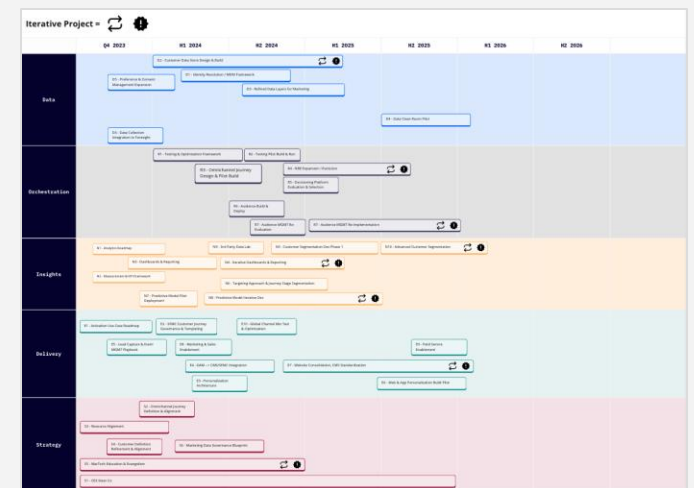
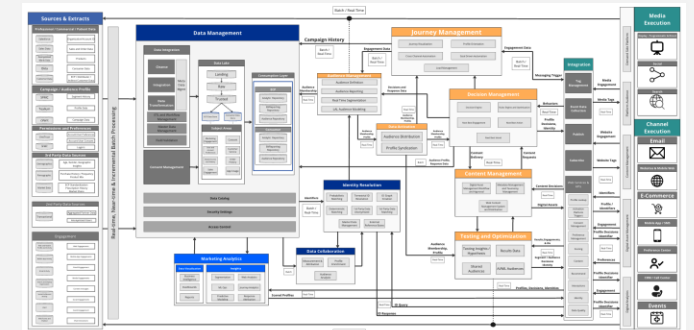
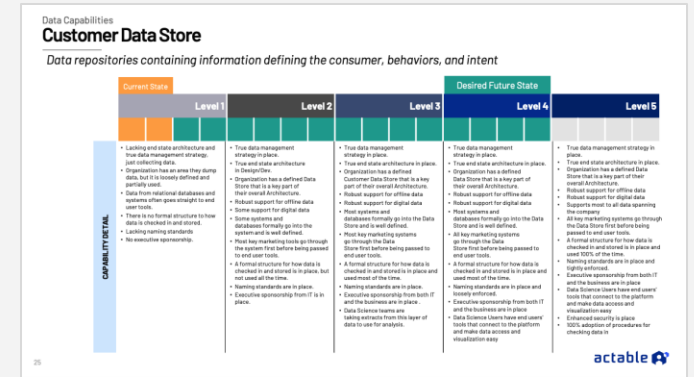
Discovery sessions informed a maturity assessment across 34 capabilities spanning data management, orchestration, insights, and experience delivery (i.e. Paid Media, Email, Site) to reveal where the customer sat among industry standards. The exercise identified key gaps across data, technology, and the organization.

The next phase of the engagement was focused on recommendation development to resolve gaps. Actable built a target state architecture to support marketing use cases, enabling both Eye Care Professional and Patient experiences. Actable's recommendation to reach target state included 40 initiatives that were organized into an executional roadmap spanning 3 years.

Results

Actable shared the recommendation with 20+ stakeholders across the organization, and the executional roadmap received alignment from the customer's Data & Technology organization as a key driver of the MarTech vision.

As an immediate follow-on to the recommendation, Actable identified 3 high priority initiatives to execute, which was the development of foundational analytics and activation use case roadmaps to inform data integration needs for a customer data base. Actable's ability to action quickly from the recommendation continued momentum towards the overall vision and maintained a use case-driven framework to inform future requirements planning.



A closer look...

Actable's core buyer was new to their role as head of MarTech and was focused on demonstrating value with a phased plan, both with some quick wins she could put on the board, as well as some strategic plans that would help build a vision for the capabilities of an omnichannel customer experience. ***Here are a few of the focus areas we identified:***

	Key Challenge / Pain Point	Our Recommendation	Desired Outcome	Actable's Next Steps
Strategic Programs	A lack of understanding of who their customers were (both HCPs and Patients)	Leverage the company's mature AWS infrastructure to build a customer data store	Consolidate and understand all customer touchpoints, use them for coordinating activities and understanding customer behavior.	Leverage our data architecture & engineering expertise along with product ownership to lead design & build for the customer data store
	Painful process to manage and update websites and stale website content	Work to consolidate content into an underutilized CMS and standardize web frameworks	Make rollout of new websites much faster and create a scalable foundation for enabling personalization via web channels.	Deep dive assessment of existing web properties & alignment with partners for consolidation
	An inability to effectively segment and target customers	Implement a strong CDP foundation with good Audiencing & journey management capabilities	Build more long-lasting relationships with customers, keep them engaged, and coordinate journeys between sales & marketing teams.	Perform a tool selection for the best fit-for-purpose CDP and bring platform practitioners for implementation
Priority Quick Wins	Need to showcase value quickly using existing tools	Leverage existing CDP and automation tools to pilot more automated and cross-channel marketing activities	Run tests to understand the value of existing tools and capabilities and optimize and expand based on what works.	Act as extended members of the client team to serve as the Marketing Operations capability for campaigns
	Help us understand our targets, our customers, and their value	Leverage existing data that has already been pulled into AWS to build dashboards, reports, and	Create tactical models (i.e., churn, propensity to buy) that can be leveraged by sales teams Understand the value of marketing activities in flight today.	Act as product manager for models & dashboards, as well as bring data engineers & data scientists for model and dashboard development