



TSL Technology Marketing

Platinum Programme

Segment Analysis Report July 2009 : SampleClient

Author: Olga Morris | Project Manager
TSL Technology Marketing
omorris@tsleads.com

July 2009

Market Data Segment Analysis

Understanding the Source of Your Leads, Lead Profile and How To Maximize Return on Your Marketing Investment.

Table of Contents

1.	Introduction	1
2.	Limitations on the Data	1
3.	Pro Rata Analysis	2
4.	Analysis By Geography	2
5.	Analysis By Industry	5
6.	Analysis By Employee Size (Group)	7
7.	Conclusions and Recommendations	10

1. Introduction

This report analyses the companies that TSL has worked on for SampleClient since July 2008 with the objective of understanding the following:

- ✓ What is the spread of companies targeted by geography, industry and company size?
- ✓ Pro Rata, which are the best segments for generating leads? Which segments should receive greater attention next quarter in order to increase ROIM¹?
- ✓ What conclusions can we draw from this analysis to increase the number of most desirable leads?

The report is also provided as a basis on which SampleClient can guide TSL for their future reporting requirements. If a particular area is of interest, or there are other areas in which SampleClient would like to gain insight, TSL can build those items into future quarterly analysis.

Throughout this document we also make recommendations for improving the project itself as well as future analysis. These recommendations are noted with the following symbol ✓.

2. Limitations on the Data

Unfortunately SampleClient does not have a history of collecting data on company revenue, and only partial data on employees, which restricts the amount of insight that TSL can gain into the leads and their market segments. Consequently, much of this report is provided to show SampleClient the level of insight that TSL could provide on a quarterly basis in the future, should SampleClient register more of this data in their CRM system.

✓ TSL recommends that SampleClient and TSL make a conscious effort to record more data on company size, such as number of employees and revenue.

¹ Return on Investment in Marketing (ROIM)

3. Pro Rata Analysis

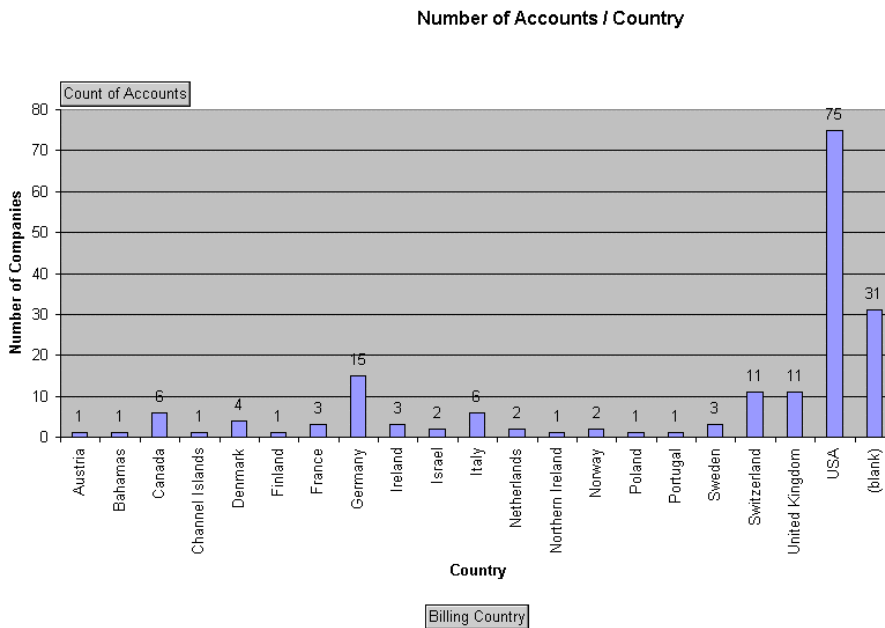
In any analysis of data it is important to look at the data from a "per capita" basis. Simply looking at the number of leads that came from a sector tells us little if every sector has not received the same number of companies.

Consequently for each of the following segments we have provided charts to help understand the ability of each to deliver "Active and Engaged" opportunities on a pro rata basis, so that volume of companies targeted per sector does not have a bearing on the results.

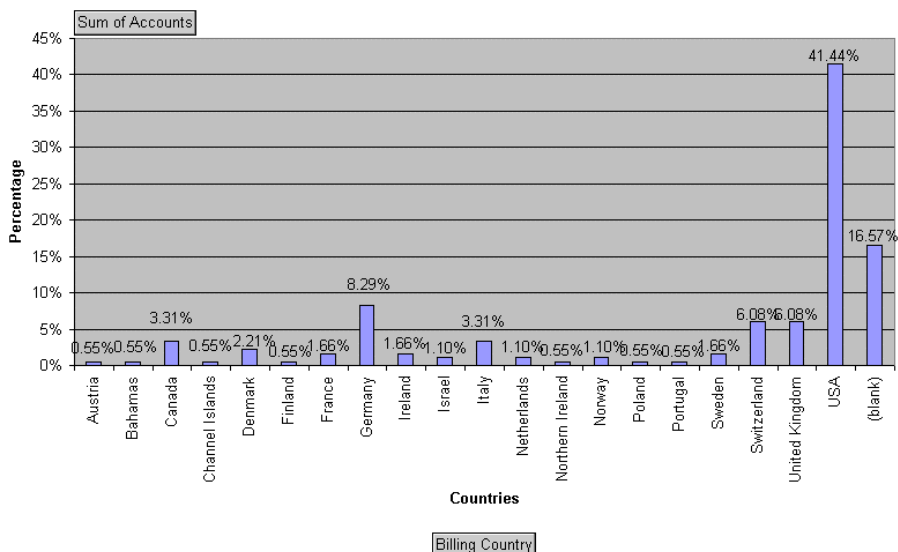
4. Analysis By Geography

The charts below show that the USA (all states) has received 41% of all companies targeted. Germany has received the next largest percentage of companies at 8.29% followed by Switzerland and the UK with 6% each.

✓ A large proportion of companies are listed as having no country. This should be rectified and a "forced field" put in place for "country" in the CRM system.



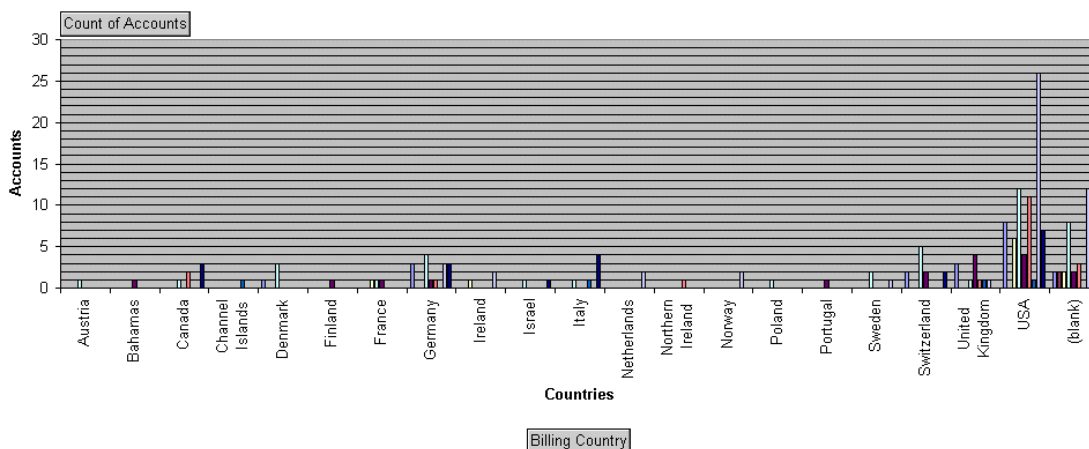
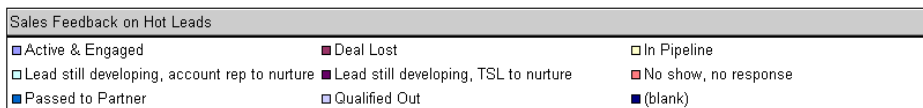
Accounts / Country



The following chart shows the various levels of "Sales Feedback" by Country. Some points of note from this are:

- ✓ Italy has a surprising number of "Deal Lost" in comparison to other countries.
- ✓ While Switzerland and the UK received the same number of companies to target, the UK has a higher number of "Deal Lost" and Switzerland has a higher number of "Lead Still Developing". Switzerland could be a more profitable country to target than the UK.

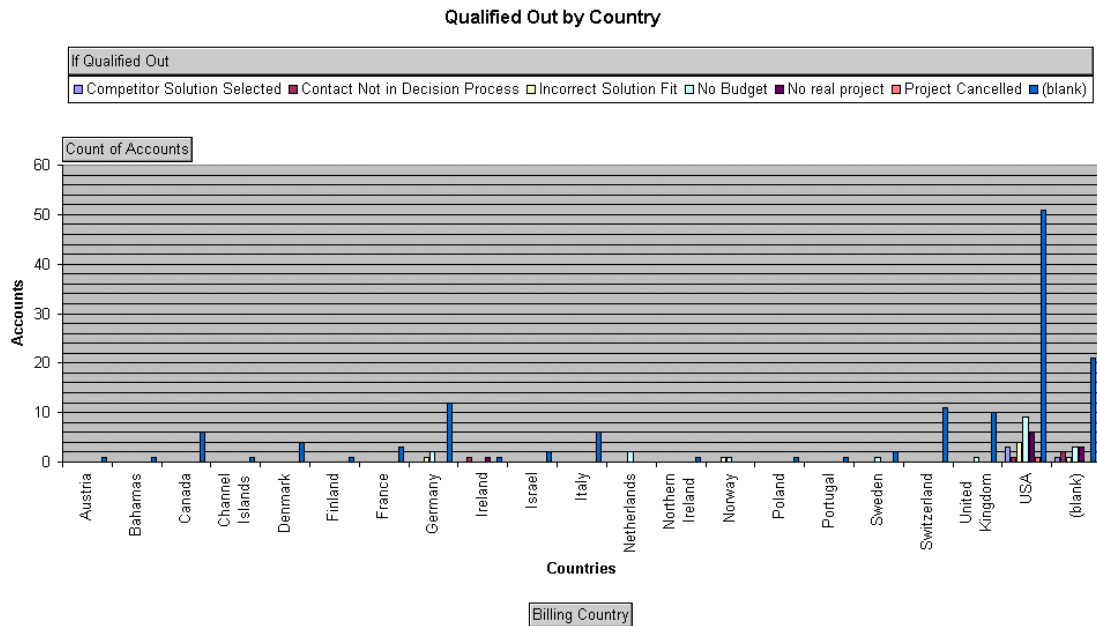
Feedback by Country



The next chart examines "Qualified Out" in more detail. The greatest reason for "Qualified Out" is unfortunately "blank".

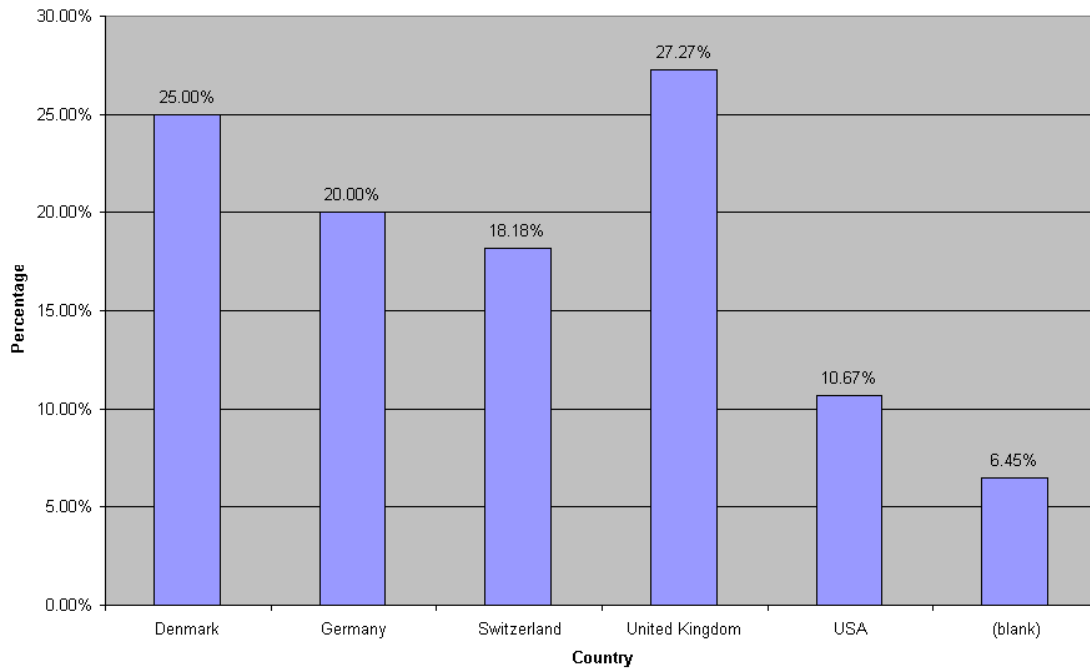
✓ TSL suggest that both companies focus on ensuring more detail around why companies are "Qualified Out" in order to gain deeper insight into the reason companies are suitable or unsuitable.

In the USA, where we do have some data, the most prevalent reason for companies being qualified out is lack of budget.



The following chart shows that the UK, closely followed by Denmark, is the best source of "Active and Engaged" opportunities when measured on a pro rata basis. This suggests that more companies in the UK should perhaps be targeted, as it seems to have a higher probability of delivering "Active and Engaged Opportunities". However, the UK was also seen earlier to have a high probability for "Deal Lost". Both pieces of data should be taken into account for future planning.

Active & Engaged by Country Pro Rata

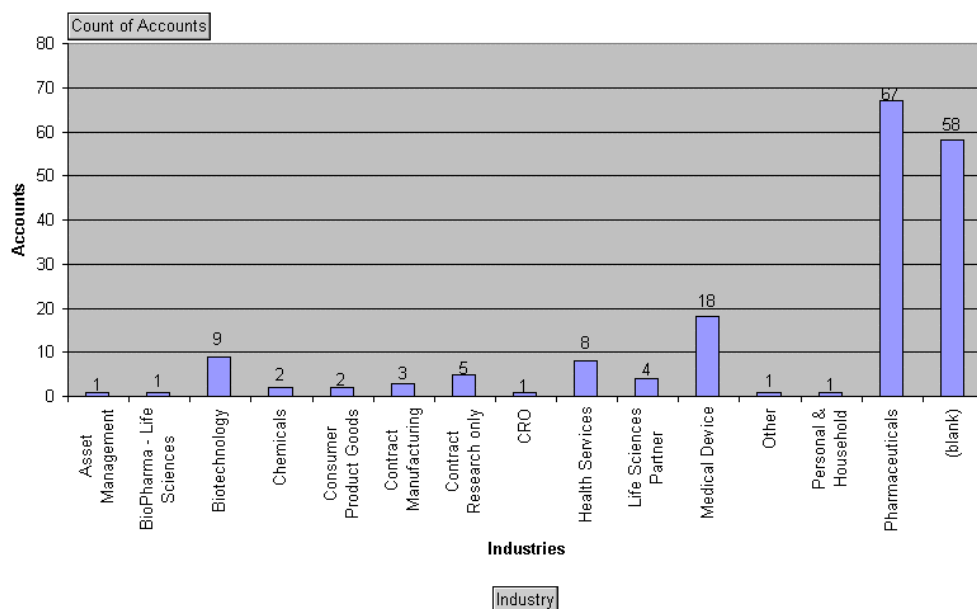


5. Analysis By Industry

While "Pharmaceuticals" is the industry most targeted in the campaigns, again a large percentage of companies simply have no industry.

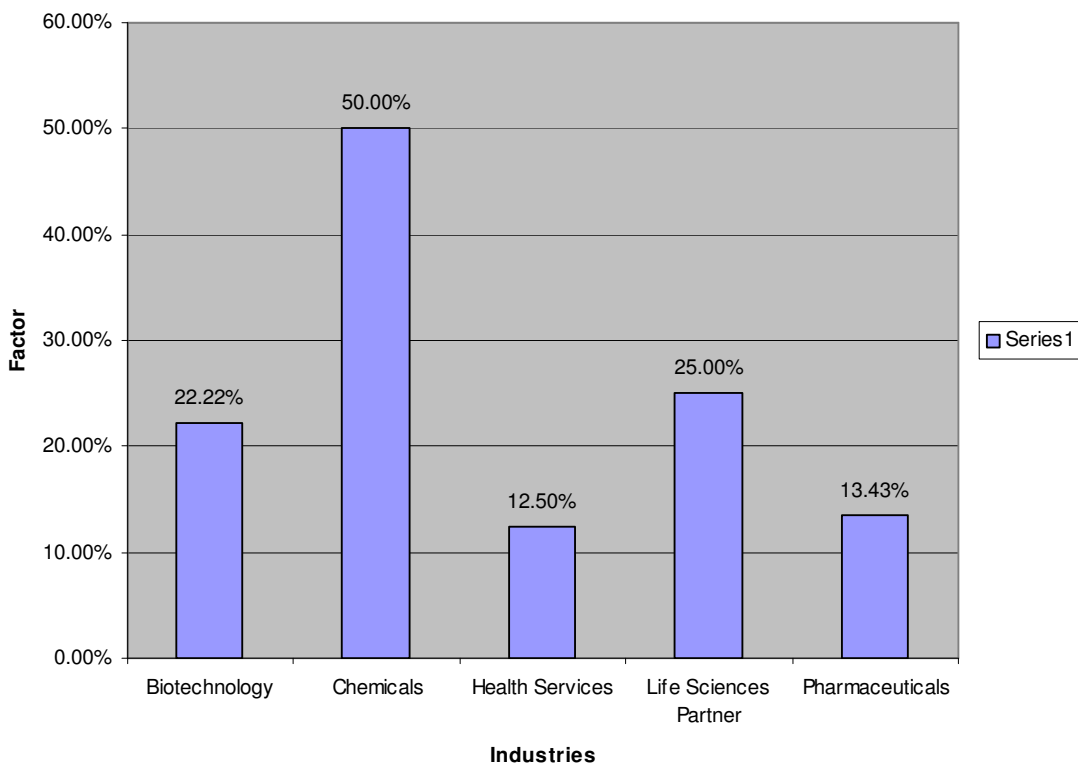
✓ TSL and SampleClient should ensure a "forced field" for Industry is contained within the CRM system.

Accounts / Industry



The following chart compares the number of “Active and Engaged” opportunities developed for each industry segment, versus **the number of companies targeted** within that segment. Using this analysis we hope to gain insight into the most productive industries for SampleClient, even if only a small number of companies within that segment have so far been targeted.

Active & Engaged by Industry Pro Rata



✓ As the chart shows, the Chemical industry could be a sector worth pursuing with greater commitment. Despite the fact that it is one of the least popular sectors, it has delivered a 50% result for "Active and Engaged" sales feedback. Unfortunately, TSL only shows two companies with industry as "Chemical" so this pro-rata figure may be purely fluke, but is worth considering for future data pulls.

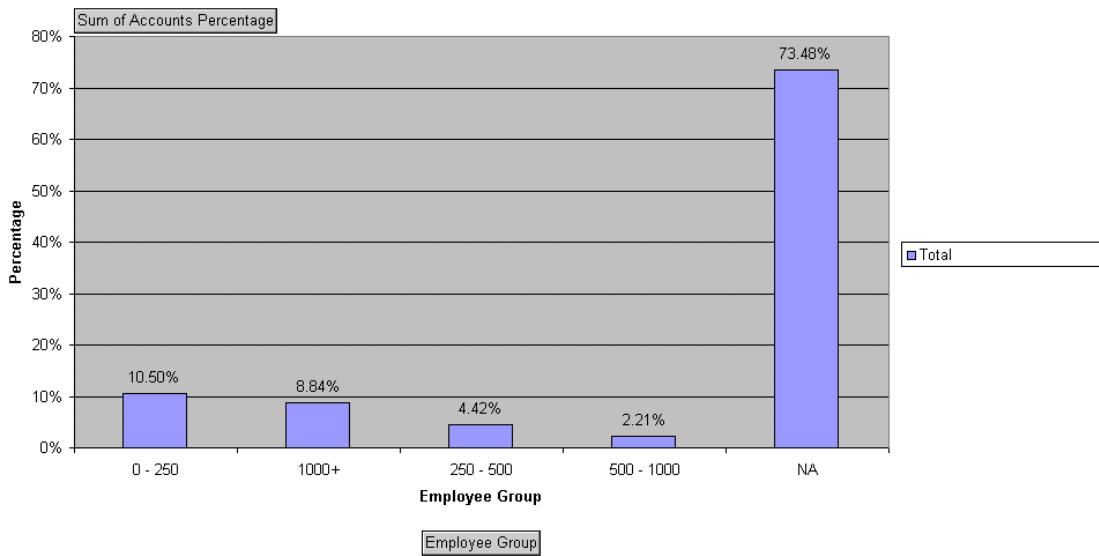
Medical Devices does not show at all for this lead result, despite the fact that many of the companies targeted were within this sector. Pharmaceuticals, the most popular sector, scored second lowest at 13.43% on a pro rata basis.

6. Analysis By Employee Size (Group)

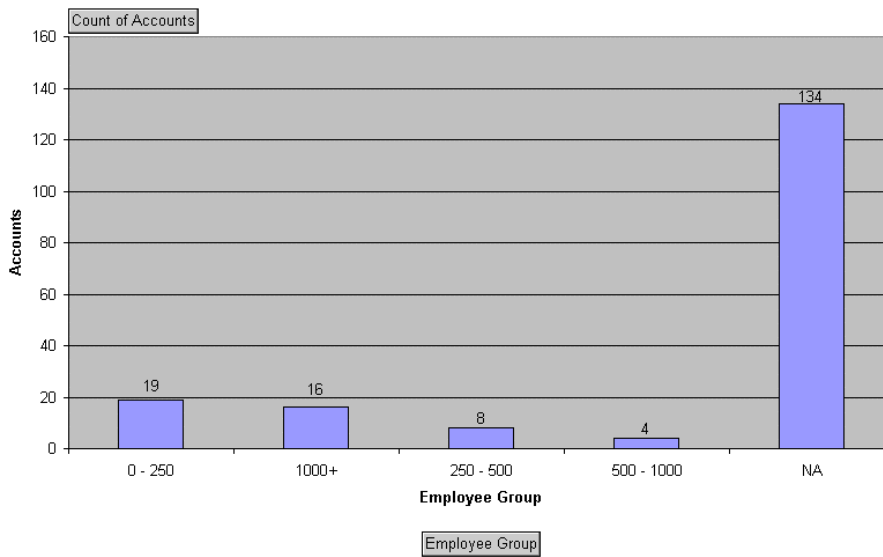
As indicated earlier in this report, analysis by company size is difficult based on the lack of data. The chart below shows that we only have data on 25% of companies targeted. Thus, one of the most useful methods of market segmentation and analysis is not available for improving future results.

The charts below show that of the companies on which we have employee numbers, the 0-250 and 1,000+ employee companies are the most popular to target by SampleClient.

Accounts / Employee Group

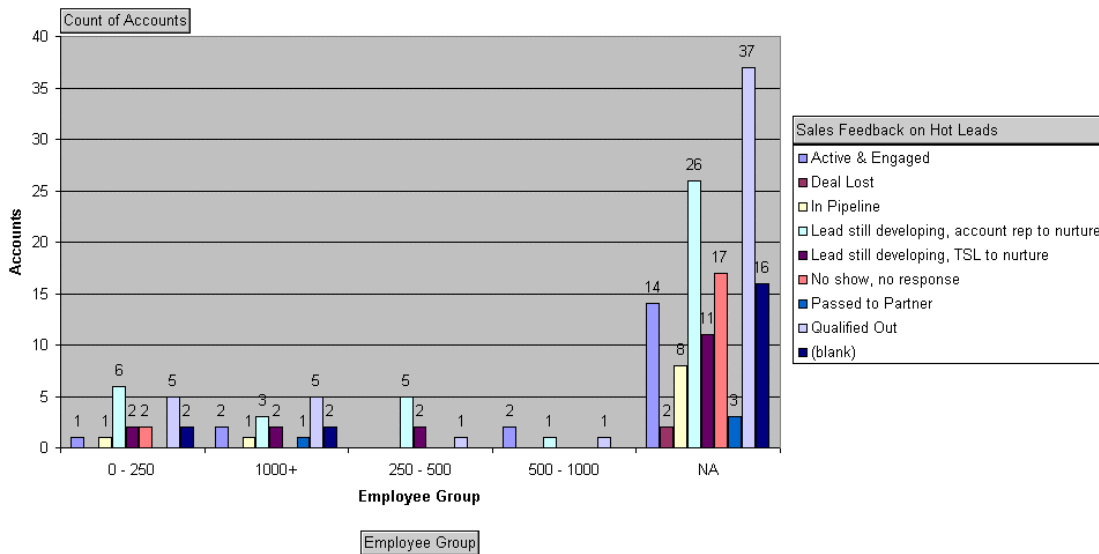


Accounts / Employee Group



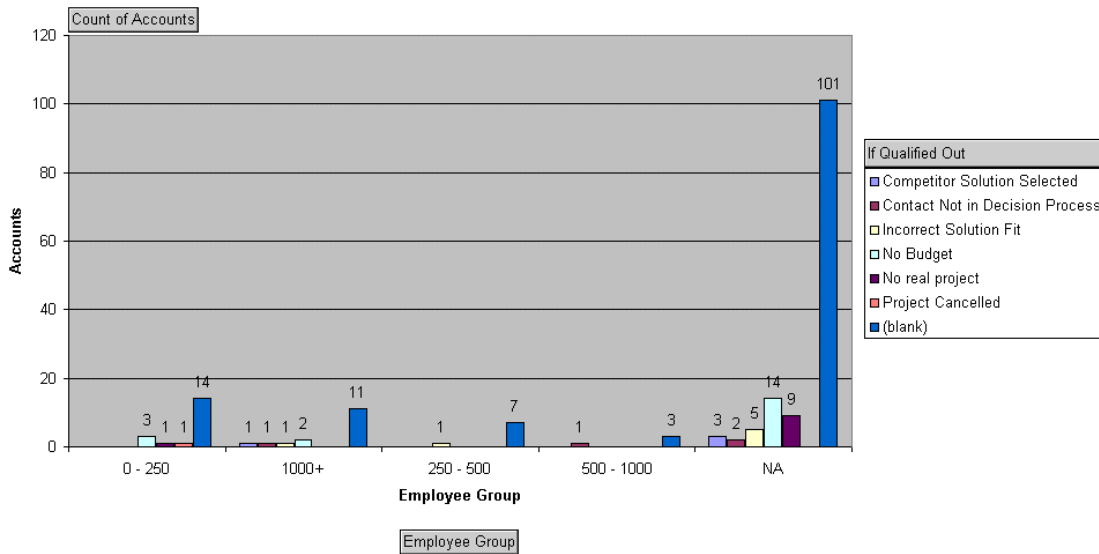
The next chart illustrates that for the companies on which we have data, the 0-250 and 1,000+ groups have been the best for generating "Active and Engaged" opportunities.

Feedback by Employee Group



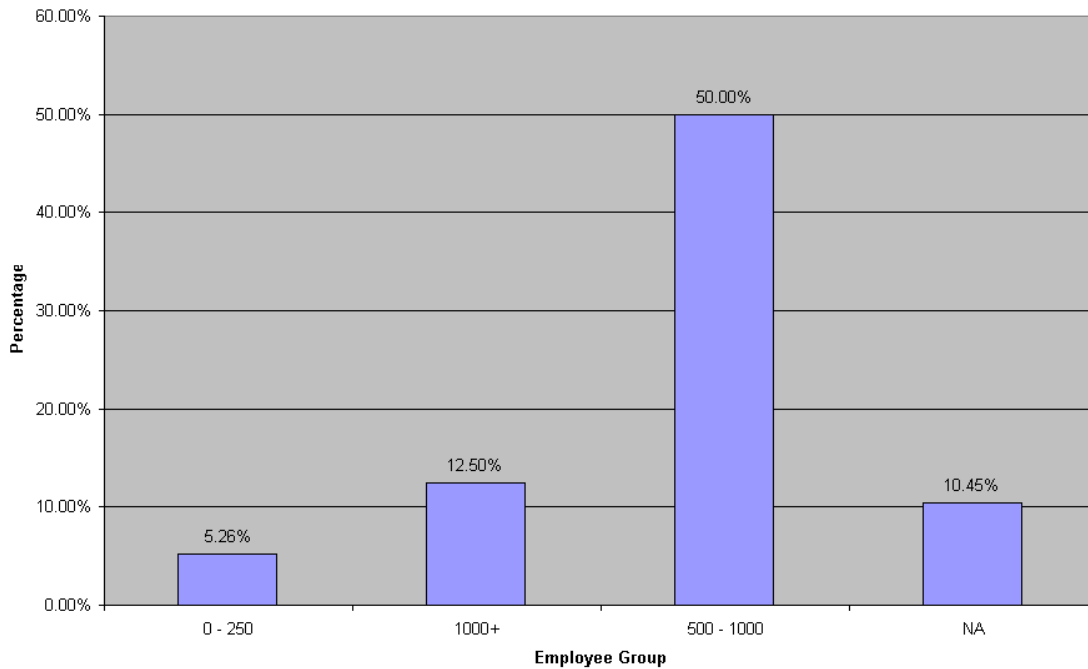
The following chart indicates that no matter what the size of company, "Competitor Solution Selected" is the most popular reason for a company being qualified out.

Qualified Out by Employee Group



The next chart indicates that companies with between 500 and 1,000 employees have the best potential for delivering "Active and Engaged" opportunities for SampleClient. However, we only have data on four (4) companies in this sector, so this conclusion needs to be confirmed with better data in the future.

Active & Engaged by Employee Group Pro Rata



7. Conclusions and Recommendations

The lack of solid data on so many areas, including employee numbers, revenue, industry, sales feedback on hot leads, and even country is a significant hindrance in being able to make solid recommendations based on the analysis.

However, a number of questions may be posed based on some of the, albeit limited, results:

- The UK has a high "pro-rata" number for both "Active and Engaged" leads and "Deal Lost". The outcome in the UK seems to be more decisive than other companies. SampleClient either "wins quick or loses quick". That in itself may be a reason to pursue more companies in the UK.
- The Pharmaceutical industry is by far the most popular industry for companies targeted (that have industry information). However, on a pro-rata basis it is one of the poorer performers in delivering "Active and Engaged" leads. SampleClient should consider adding more companies from other industries to understand if there is a pattern here, and if greater success can be had in other industry sectors. On a pro-rata basis, the chemicals industry performed best.
- In terms of company size, although there are only four companies in the 500-1,000 employees bracket, two of these companies are now "Active and Engaged" sales opportunities. This sector received the lowest number of companies since July 2008. SampleClient should consider targeting more companies with between 500 and 1,000 employees.

Summary: An interesting exercise would be to target more chemicals companies in the UK with between 500 and 1,000 employees.

Recommendations:

There can only be one recommendation from this report, and that is that more attention should be paid to the data underlying this analysis so that greater intelligence may be gleaned in the future. The data in the CRM should be cleaned, updated and maintained regularly in order to improve ROIM in the future.