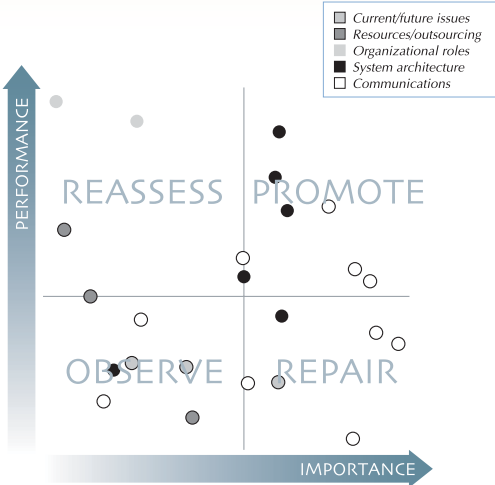


Running The Numbers

IF MARKETING AND IT departments worked better together, what impact would this have on revenue? The example below shows how increasing marketing project success rates by improving the working relationship between Marketing and IT departments can impact revenue.

- Acme Corp. Revenues **\$250,000,000**
- **\$15,000,000** budgeted for marketing (6% of revenues)
- Marketing project success rate is **61%**
- Spends **\$5,850,000** annually on unsuccessful marketing efforts
- A **10%** improvement can raise the marketing success rate to **71%**.
- Moving **\$1,500,000** from ineffective marketing dollars spent to effective
- With **\$10** return on every **\$1** spent on marketing, the increased success of marketing projects could result in a revenue increase of:
\$15,000,000



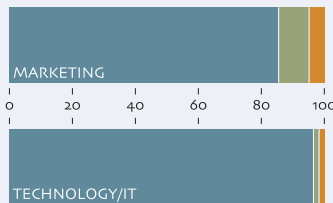
By testing 47 issues clustered into 5 categories, one can see how each impact the Marketing/IT relationship. Half of the communications factors fall in the "repair" area of the Strategic Action Grid". Improving this factor would certainly strengthen the health of the Marketing/IT relationship and should improve marketing effectiveness.

By the NUMBERS

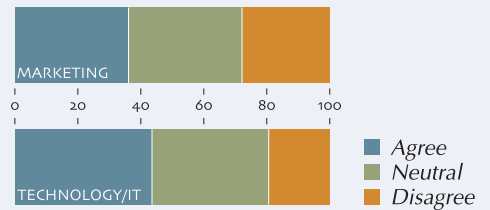
A national study linking Marketing and Information Technology with revenue

He Said, She Said: Let's agree and disagree

IT can now contribute a great deal toward helping Marketing achieve the company's marketing goals.

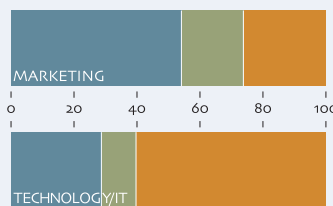


IT provides a flexible, or unique, methodology in conducting marketing technology projects.

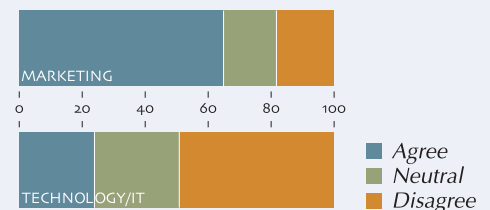


Understanding the relationship between IT and Marketing departments and how that relationship helps or hinders corporate marketing success was a key objective of this study. In essence, finding "disconnects" before attempting to "reconnect" them. Both groups were queried on a number of factors. The result? Lots of agreement and lots of disagreement. Some findings were optimistic, while others seemed to prove the two groups live in different worlds.

IT is told about upcoming marketing initiatives in time to implement solutions.



Marketing does a good job of explaining the business requirements behind its requests for IT support.



The Survey Says...

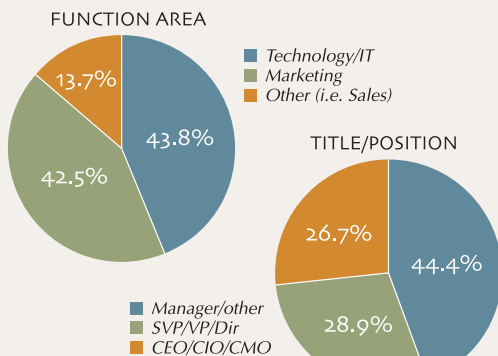
On average, respondents deemed **61%** of all marketing projects as successful. **25%** of the difference in success rates of marketing projects can be attributed to the relationship between Marketing and IT departments. By optimizing this working relationship, companies can increase the success of revenue-driving marketing projects by an average of **15%**.

Aelera is a marketing technology consultancy that implements marketing-centric technology solutions to enable our clients to achieve and measure their marketing initiatives. The powerful combination of marketing savvy and technical expertise enable Aelera to implement technology solutions with unparalleled speed and success. Aelera has assisted many Fortune 500 clients understand their prospects and customers better, market to them effectively, and foster customer loyalty while measuring the return on their marketing dollars. For more information, visit www.aelera.com or contact Julie Carlock at Julie.carlock@aelera.com or 770 619 7803.

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The Skinny On The Sample



During the first quarter 2003, 146 marketing and IT professionals participated in this invitation-only, online survey. Marketing and IT were almost equally represented and more than 50% of respondents were VP, Director or C-level. Company size ranged from less than \$50m to over \$1B in revenue.