

## A CASE STUDY

# Measuring Marketing ROI through Surveys

*Understanding how digital marketing experts measure ROI on multimedia campaigns*

## CHALLENGE

A digital marketing and advertising team needed to help clients across multiple industries improve their digital marketing and return on marketing investments (ROI). They wanted to hear from marketing experts to better advise about how to measure efficiency, spend, and ROI.

## THE GLG APPROACH

The client partnered with the GLG Surveys team to create a targeted panel of digital marketing, advertising, and branding executives at Fortune 1000 companies. GLG surveyed panel members to understand how they define and measure marketing success and ROI.

This survey captured insights from 20 executives in two days. This topic expanded into a survey series, to gain insights from the same expert roles across the consumer goods, financial services, and energy/oil and gas industries.

## OUTCOME

The client received strategic insights into how digital channels have evolved and what that means for a company's marketing spend and profit attribution. The team used these insights to help clients improve their digital marketing strategies.

## FEATURED PRODUCTS



GLG Surveys

[Learn more](#)

**GLG ran a survey of digital marketing experts across various industries to gain insights into how marketing campaign success and attribution is measured.**

## Why GLG?

### Project Breadth

One survey with 20 respondents.

### Precise Targeting

GLG targeted digital marketing, advertising, and branding executives from Fortune 1000 companies.

### Quick Turnaround

This survey captured insights from 20 executives in two days.

### Dedicated Service Teams

GLG representatives are individually assigned to each project, so the client team received round-the-clock support and seamless project management.

As the world's insight network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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