

Shifting the Paradigm on the Value of Marketing Operations: **The O2 Story**

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Together we can

Summary

- Running at Peak Performance in Marketing Operations
- Background to O2's journey
- Strategy and planning
- Success and learnings
- Measurement
- Questions



Peak Performance Strategic Framework



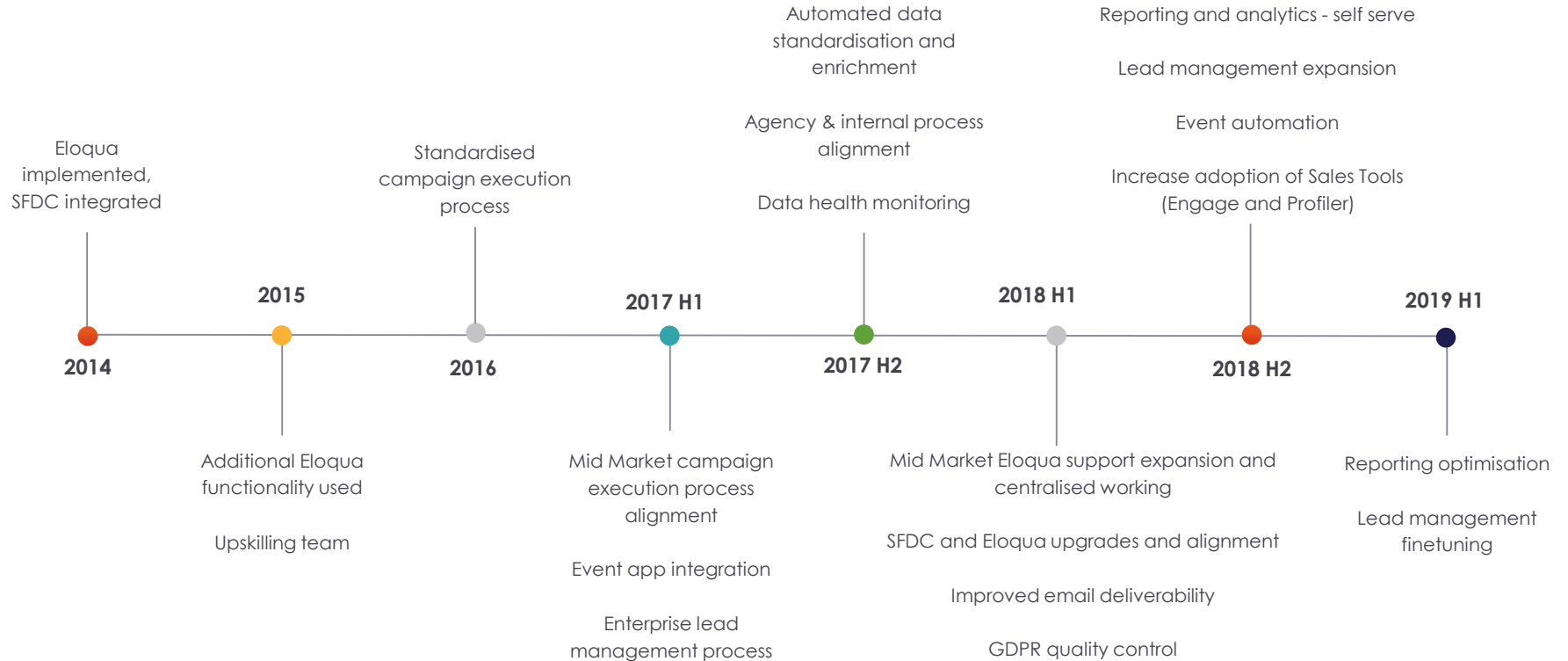
O2's Marketing Operations Transformation: Background

Challenge	Details
INDUSTRY	Competitive pressures in B2B
DATA	Proliferation of data across the enterprise, often siloed, needing to understand audiences and drive insight from the data
PROCESS	Extensive manual processes and lack of standards, especially campaign management, limited lead management capabilities
TECHNOLOGY	Martech solutions not fully utilised
AGENCY RELATIONSHIPS	Relationships decentralised, meaning processes inconsistently followed and reporting impacted, heavy reliance on third parties.
REPORTING	Manual and time-intensive, did not allow Marketing to self-serve

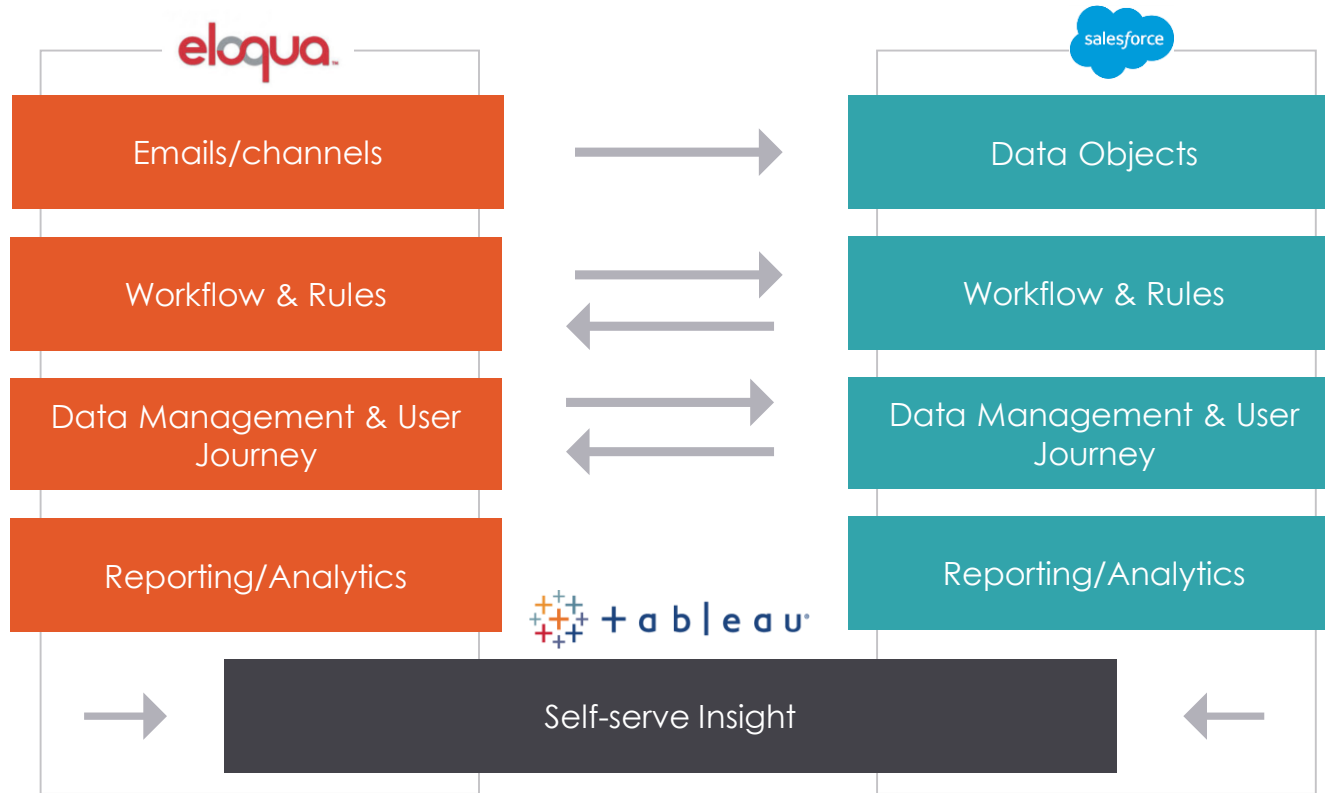
Key elements of our strategy



Trajectory of our Journey



The O2 Martech Ecosystem



Managing Change

- Gaining buy-in from Marketing leadership, wider Marketing and Sales teams
- Upskilling team
- Blend of in-house talent and external support
- Best practice documentation and training guides
- Driving adoption of new martech and processes



Managing Change – the People aspect of our Transformation



What does success look like?

CAMPAIGN SUCCESS

Delivered 5x number of campaigns in 2018 with the same amount of resource and less budget

HALVED amount of Right First Time issues between creative agencies and campaign team

2.6x uplift in leads from 2018 Q1 to 2019 Q1

HALVED the unsubscribe rate in the past 1 year

50% of all leads generated are inbound

What does success look like?

DATA SUCCESS

30x increase in contact
database size over 5 years

Use 30+ metrics to measure our
database health and GDPR compliance

Automated database health reporting **saving 2 days of effort per month**

What does success look like?

TECHNOLOGY and PROCESS

66% increase in visibility into campaigns and data through centralised project management

70% increase in Eloqua Engage adoption

266% uplift in marketing influenced revenue

90% Eloqua functionality used

What's next?

- Optimisation of MarTech capability
- Learning from our colleagues in Consumer
- Continue to optimise lead and funnel management
- Emphasis on reporting and analysis – Eloqua, Salesforce.com and Tableau



Thank you for attending!

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