Practical Application of Jeffery’s 15 Data-Driven Marketing Metrics for Philip Morris’ “Don’t Be a Maybe” Campaign

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Business Administration (General Management)
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Contents

1. Abstract ....................................................................................................................................... 3

2. Introduction .................................................................................................................................. Error! Bookmark not defined.

3. Marketing ..................................................................................................................................... Error! Bookmark not defined.

4. Data - Marketing 15 metrics' review .......................................................................................... Error! Bookmark not defined.

Metric #1 – Brand Awareness ........................................................................................................... Error! Bookmark not defined.
Metric #2 – Test-Drive .................................................................................................................... Error! Bookmark not defined.
Metric #3 – Churn Loyalty Marketing ............................................................................................. Error! Bookmark not defined.
Metric #4 – Customer Satisfaction CSAT ....................................................................................... Error! Bookmark not defined.
Metric #5 – Take Rate: Campaign Effectiveness ............................................................................. Error! Bookmark not defined.

Financial Marketing Metrics ............................................................................................................ Error! Bookmark not defined.
Metric #6: Profit ............................................................................................................................... Error! Bookmark not defined.
Metrics #7—NPV .............................................................................................................................. Error! Bookmark not defined.
Metric #8: Internal Rate of Return (IRR) ........................................................................................ Error! Bookmark not defined.
Metric #9: Payback - The time for the cash benefit out to equal the cost ..................................... Error! Bookmark not defined.
Metric #10: The Essential Customer Value Metric ......................................................................... Error! Bookmark not defined.

Internet Marketing Metrics ............................................................................................................ Error! Bookmark not defined.
Metric #11: The Essential Search Engine Marketing Metric .......................................................... Error! Bookmark not defined.
Metric #12: The Essential Metric Connecting Internet Clicks to Dollars ....................................... Error! Bookmark not defined.
Metric #13: The Essential Return on Internet Search .................................................................... Error! Bookmark not defined.

Metric #14: The Essential Web Site Performance Metric .............................................................. Error! Bookmark not defined.
Metric #15: The Essential Metric for Word of Mouth .................................................................... Error! Bookmark not defined.


Product - Marlboro .......................................................................................................................... Error! Bookmark not defined.

Don’t be a MAYBE Campaign Concept and the campaign’s results in Georgia ... Error! Bookmark not defined.

Unused Metrics ............................................................................................................................... Error! Bookmark not defined.

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Appendixes

Appendix #1  Churn Loyalty Marketing Template
Appendix #2 – Take Rate Campaign Effectiveness Template
Appendix #3 – Customer Lifetime Value Template
Appendix #4 – Reducing CPC and Increasing Take-Rate Template
Appendix #5 – Word of Mouth Template
The aim of the present thesis is to cover the theoretical part and to demonstrate the practical application of the 15 Data Driven Marketing metrics. The application example is provided by evaluating the Marlboro brand Don’t be a MAYBE marketing campaign (2013, Georgia). The evaluation as well as the metric analytics are primarily based on the information provided by Philip Morris Georgia. Analytics involves using multiple tools such as research data, PMG financials, marketing metric templates, etc.