PRISM

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Executive summary

Client
Market-leading publishing company

The challenge
To enable the company to develop new and novel approaches to marketing automation and to enable a data-driven culture across the organisation.

The solution
Lynchpin used their tailored PRISM analytics methodology to create a scalable, actionable analytics strategy. Our Business process and change management techniques were used to establish new BAU processes for analytics – practical and achievable.

The results
The client now enjoys greater sophistication across marketing automation with significant increases in volume of marketable users and greater open rates across that cohort.

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Industry: Publishing
Company: Major US-based scientific publisher
Topic: Marketing automation and data-driven capability

The challenge

- A class-leasing US scientific publisher wanted to accelerate their investment in marketing automation through effective use of analytics

- Operating within a complex data-ecosystem with complexity across their part company, our client wanted to leverage opportunity through a structured approach to analytics to help them reach customers more effectively through data

- Practically focused, the client did not want a roadmap for change : results-focused they were looking for a programme of change with clear delivery across the timeline

The solution

The Lynchpin approach

Recognising the need for a scalable, actionable analytics strategy with short term, achievable and practical deliverables, we offered the client our PRISM analytics strategy product.

The Lynchpin PRISM model is a proven methodology which focusses on 5 key value drivers which we have assessed as being critical to the success or otherwise of analytics across any vertical.

- **Perspective:** Organisational structure, culture, data-led

- **Reporting:** Dashboards, infographics, end-user engagement

- **Information:** Data quality, governance, agility, controls, access

- **Skills:** Capability across the teams, domain knowledge, support structures

- **Measurement:** Metrics, KPIs, alignment to business, definitions

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Lynchpin PRISM engagement

- Working with the client team, Lynchpin conducted detailed Interviews across all relevant stakeholders to determine baseline and internal perception of analytics

- Lynchpin then applied scoring across 5 dimensions (and 20 sub categories) – objective

- From the interviews, we completed scoring across 80 key questions – subjective

- From them, Lynchpin developed an action plan and recommendations with impact assessment to advance analytics maturity

Step 1: Discovery

Critical to the development of a comprehensive analytics strategy that doesn't just sit in a document is the ability to engage and inspire those involved.
Our team of consultants interviewed staff in 1:1 sessions exploring themes across analytics, data, insight and reporting to get to the heart of the issues within our client's organisation.

Step 2: Analysis

From being at the forefront of digital and customer analytics over the past 12 years, Lynchpin was able to take the inputs from the client and create a detailed assessment of core analytics drivers across 20 dimensions.

Step 3: Roadmap for change

Applying the results of the detailed assessment to the core commercial objectives of the client, we established a complete analytics strategy, giving complete clarity to evolving analytics and delivering a plan to achieve the goals set out in the project.

The role of business process management for analytics

Success for the client was contingent on the development of new processes and workflows to enable data-driven decision-making to embed naturally into BAU activity.

As part of the PRISM engagement, Lynchpin developed a series of processes and workflows which maximized opportunity to use data and to get stakeholders engaged in sharing insight, collaboration across functional teams and trust in the accuracy of data and analytics.

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The role of change management

Working with the key stakeholders, Lynchpin ensured the processes developed through the PRISM engagement were successful, transformative and durable through a detailed and long-standing change programme.

The Lynchpin approach to change management relies on decades of experience in understanding how to place the 'human in the loop' and to harmonise relationships across individuals and teams so that the role of data within decision-making processes in permanent and sustainable.

Through regular PRISM 'health-checks' we are able to validate and pro-actively determine the best actions to take to support a data-driven mindset for the client.

The results

Outcomes from PRISM

Using the Lynchpin PRISM approach, the client was able to identify a long-term roadmap for data and analytics

Lynchpin were able to audit, validate, enhance existing processes and develop new processes to enable the client to become self-sufficiently data-driven, resulting in a transformative approach to analytics.

Lynchpin were able to support the client aspirations to accelerate and enhance marketing automation though a marketing data strategy that allowed the marketing team to engage with customers real-time and to grow the known-user database from 10% to 54% of the total marketable base.

Through enhanced marketing automation and capability, Lynchpin were able to support a more granular customer segmentation – combined with a data-model to support tailored execution, the personalization of marketing comms resulted in an average open rate increase of 25%.

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