

# Drive savings in marketing spend

## Remove costs from marketing execution processes with KPMG and InnerWorkings



Marketing spend can be difficult to manage. You must meet executive and board level objectives while managing costs and operating efficiently. KPMG LLP (KPMG) and InnerWorkings can help you derive the most impact from your marketing spend through technology and services that help increase efficiencies, improve consistency, and drive savings.

### Extract more value from your marketing spend

*What if you could save 10 percent or 15 percent from \$100 million of your marketing spend? Such a savings could dramatically impact your company's pipeline and bottom line—especially with today's marketing budgets under pressure to accomplish more with less.*

In large organizations, CMOs, CPOs, and CFOs all collaborate on marketing spend, striving to extract the most from every dollar spent. Marketing leaders execute the campaigns and programs that generate leads and revenue for the business. Procurement executives negotiate and maintain competitive supply chain costs for marketing materials. Finance leaders monitor costs across marketing and all departments and allocate the budget to maintain the company's competitive advantage. Marketing, procurement, and finance executives all have a vested interest in maximizing marketing return on investment (ROI).

Yet, they face challenges that include high unit marketing costs, lower impact from the marketing budget than intended, and the diluted control over spend that comes from engaging multiple suppliers in multiple business units. The challenges are seen across multiple categories, but especially in the areas of print, branded merchandise, and point-of-purchase marketing items where organizations spend multiple millions annually.

When the organization has clear visibility into their print marketing spend, and when the end user has a 'guided' buying-channel experience, execution is integrated across channels and campaigns. This can result in faster lead times, flawless delivery, and improved ROI.

The alliance between KPMG and InnerWorkings helps you achieve these results by transforming marketing execution through technology and innovation. KPMG brings extensive experience in controlling spend, developing strategies to manage suppliers, improving efficiencies, and identifying areas where technology will drive savings. InnerWorkings specializes in the sourcing, production, and delivery of branded materials across channels and geographies. Together, KPMG and InnerWorkings can help you deliver high-impact, cross-channel marketing campaigns and programs, while realizing improved efficiency, transparency, and meaningful savings.

### Emphasize marketing execution

Across industries, KPMG and InnerWorkings remove costs and streamline processes so you can get the most from your marketing budget. The joint solution for marketing execution may provide the following benefits:

- Streamline the production and distribution of marketing materials
- Reduce costs by leveraging InnerWorkings' robust supplier network
- Increase the procurement organization's visibility into marketing spend
- Improve ROI by proactively managing marketing spend across the supply chain
- Increase speed to market with modern, industry-leading processes.

## KPMG: Benchmark your marketing spend

KPMG's Procurement Advisory group has helped organizations around the world control spend, improve supplier collaboration, manage risk from third-party vendors, and leverage the right technology for speed and efficiency. When engaged to help with marketing spend, KPMG's Procurement Advisory group can drive meaningful benefits across marketing, procurement, and finance.

KPMG will assess your current marketing spend and operating model, examining both technology and service delivery. Its services can include:

- **Marketing spend assessment:** KPMG conducts an assessment on marketing spend, evaluating it against leading practices in the industry.
- **Procurement contract assessment:** KPMG evaluates the current pricing in your marketing contracts to determine whether your company is receiving value relative to industry.

Based on the assessment findings, KPMG's professionals develop a road map with recommended quick wins and long-term transformation goals to help you generate greater ROI and extract further value from your budget. In addition, KPMG conducts periodic reviews on marketing spend across the business and recommends savings strategies to improve ROI by campaign.

## InnerWorkings: Streamline your marketing execution processes

Leveraging a global network of suppliers and a proprietary technology platform, InnerWorkings helps FORTUNE 500 organizations make data-driven decisions that lower costs, enhance efficiencies, shorten time to market, and improve ROI.

InnerWorkings' services and technology support marketing execution processes for marketing materials, including:

- **Sourcing:** Leverage InnerWorkings' supplier database, scale, and knowledge to select the appropriate vendor, while balancing total cost, quality, and required turnaround.
- **Production and fulfillment:** InnerWorkings manages warehousing, fulfillment, installation, and logistics with a focus on minimizing costs and enhancing speed to market.
- **Quality assurance and risk mitigation:** InnerWorkings conducts quality control processes that can help lower your risk.
- **Continuous improvement:** With reports on upcoming projects, work in progress, and closed jobs, InnerWorkings can help deliver improved transparency, while continually identifying and capturing improvement opportunities.

InnerWorkings' solution drives value by directly addressing inefficient sourcing, shipping and handling costs, producer margin, and agent commission. With it, you can meet procurement and marketing objectives—including increased visibility into spend, streamlined processes, leveraged buying at scale, and cost savings.



## A joint solution to improve marketing execution

KPMG and InnerWorkings' joint solution helps clients achieve campaign success and ROI through cost savings and streamlined processes. Based on KPMG and InnerWorkings experience, potential savings are often in the range of 10 percent or more of total spend on printed materials, branded merchandise, and other related marketing categories. Companies in the life science, financial services, consumer packaged goods, automotive, and retail industries and more, with marketing budgets of \$50 million or more, can benefit from established credentials that include:

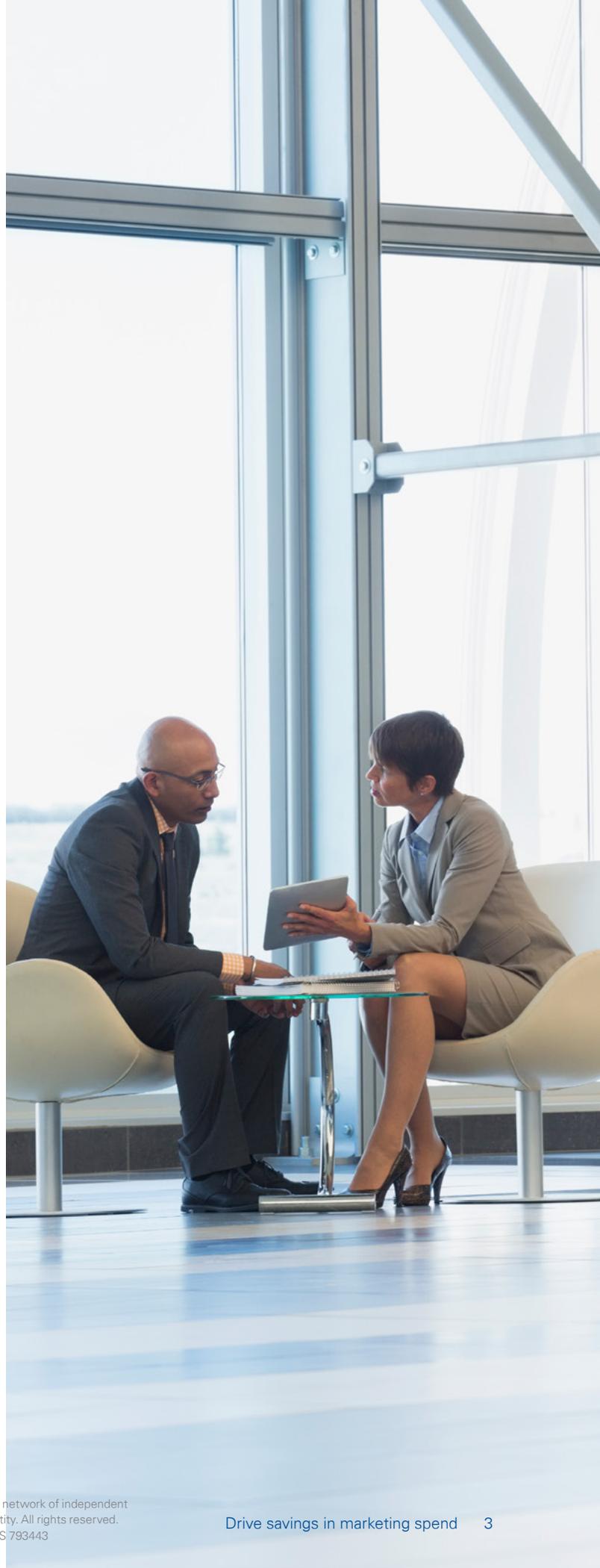
- **Experience.** Both companies are market leaders with in-depth understanding of how to transform marketing supply chains to increase scale, accelerate speed to market, and reduce costs.
- **Industry knowledge.** Well versed in industry leading practices, KPMG and InnerWorkings can make recommendations on your marketing spend and help streamline your processes.
- **Scale and speed.** KPMG and InnerWorkings can help you reach economies of scale as you execute campaigns and programs rapidly without compromising quality.
- **Purchasing power.** InnerWorkings' supplier network provides access to numerous channel vendors with agreed-upon terms.

By focusing where others do not you gain a competitive advantage. Combining KPMG's deep understanding of marketing and procurement challenges with InnerWorkings' marketing execution capabilities results in enhanced marketing execution—that is, lower costs and greater ROI—for your company.

### Qualifying questions

Consider the following questions as you evaluate your marketing operations and execution:

- When was the last time you benchmarked your spend and price points in the area of print and branded merchandise?
- What is your service delivery model?  
Are procurement and marketing aligned to this area of spend?
- What percentage of overall marketing costs do printed materials represent? Is your print and distribution managed by country, function, or audience?
- How would you rate your purchasing power when buying sourced materials to support campaigns and programs?
- Are you satisfied with the terms and conditions of current contracts with marketing vendors?



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