



volute
Maximizing Marketing Investments

Sight IQ MMAP

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Why SightIQ?

63% of marketing leaders face increasing **pressure from** the CFO to prove marketing's value

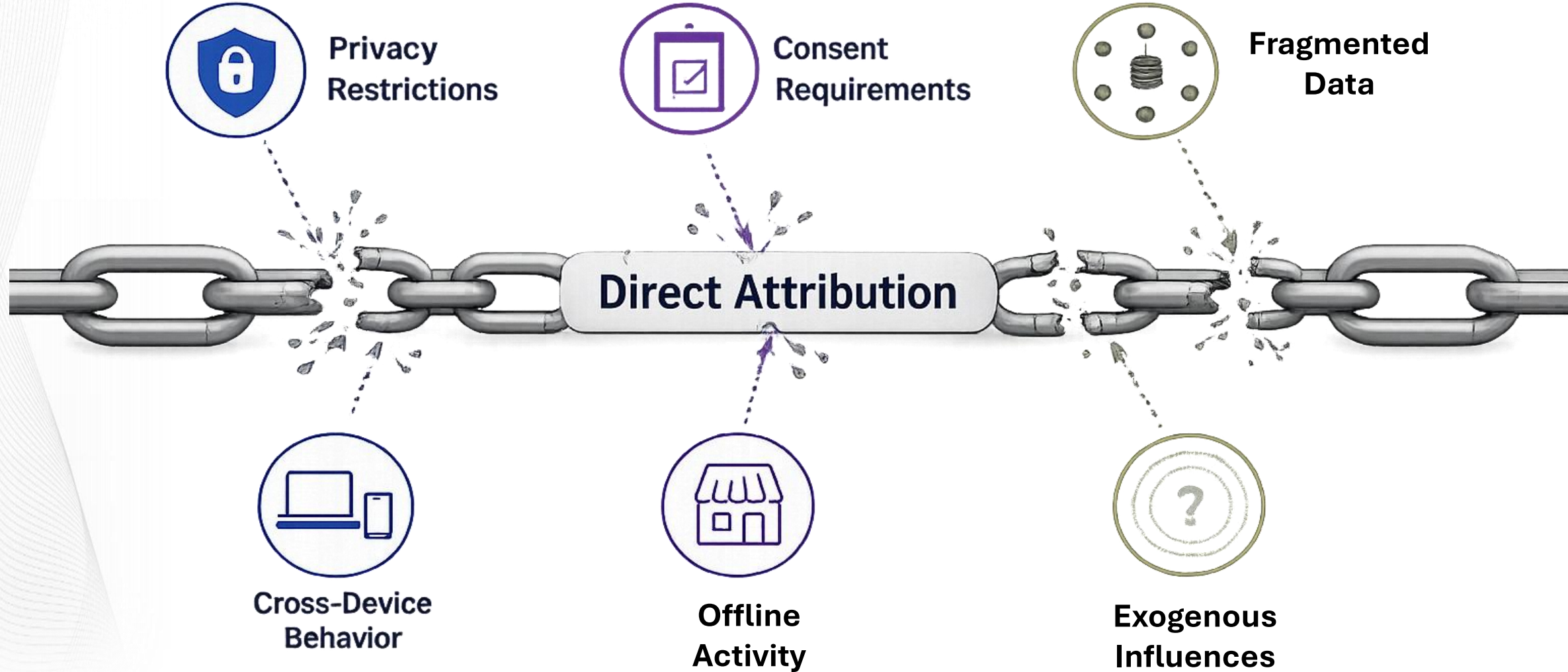
2025 CMO Survey

Nearly two-thirds face **increased pressure** from both the CEO and CFO

2025 CMO Survey

Marketing budgets have been trending downward & remain stuck **below 8%** of company revenue

Gartner 2025 Survey



The Promise of Direct Attribution Has Fallen Short



The **See and Be Seen** Solution to Elevate Marketing

SightIQ delivers the clarity marketing leaders need — a direct **line of sight** into how marketing drives business outcomes.

Then, we also help Marketing **be seen** as the indispensable growth engine behind the organization's success through a tailor-made socialization strategy & creative communication.

Questions We Address

- 1 What **gaps** exist in current Marketing measurement and metrics?
- 2 What is a **financially rigorous ROI/NPV/EV** associated with marketing efforts?
- 3 What opportunities exist to **improve** marketing measurement, effectiveness and organizational credibility?
- 4 How to we **effectively** convey the value of marketing to the broader organization?

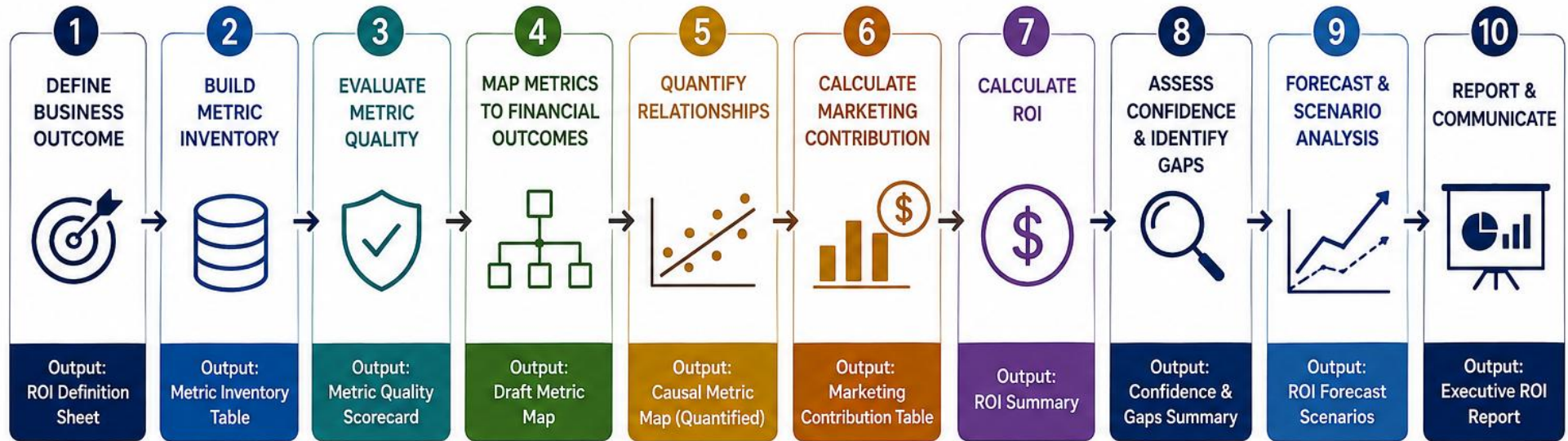
Metric Evaluation Framework

The Quantum Sight metric evaluation begins by investigating traditional marketing metrics for efficiency and asset growth. This is then followed by an evaluation of the metrics that relate to overall organizational success.

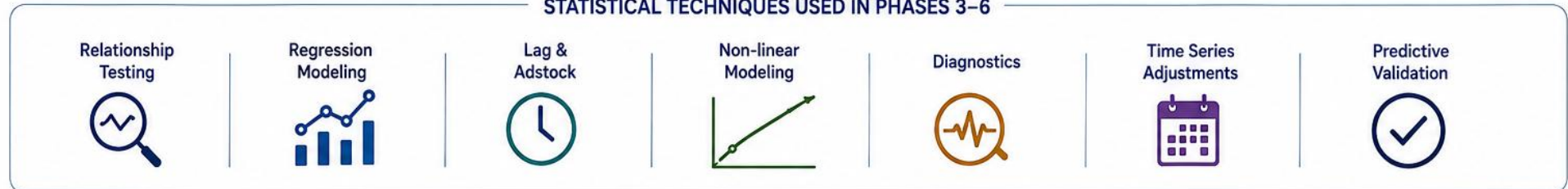
MARKETING EFFECTIVENESS METRICS FRAMEWORK



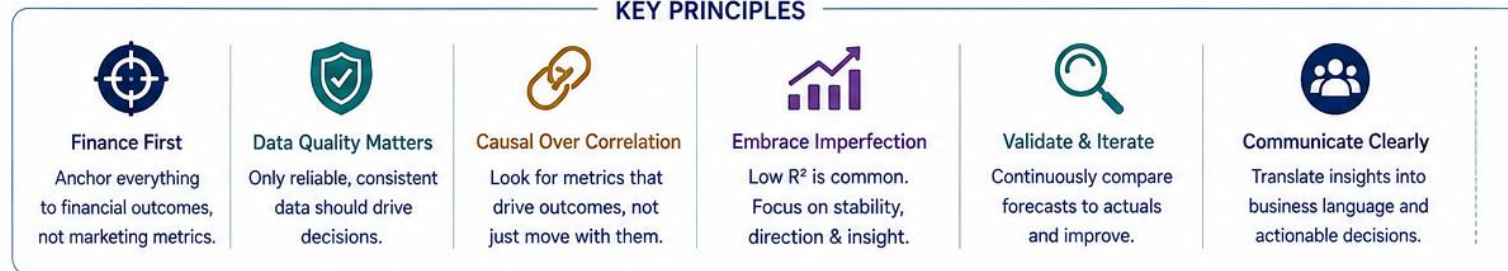
SightIQ's Disciplined Approach



STATISTICAL TECHNIQUES USED IN PHASES 3-6



KEY PRINCIPLES



END RESULT



Recommendation & Final Deliverable

Our final deliverable will provide a comprehensive view of the current marketing metrics environment, gaps vs best practices, recommendations, ROI estimates, and a roadmap for continuous marketing effectiveness improvement.

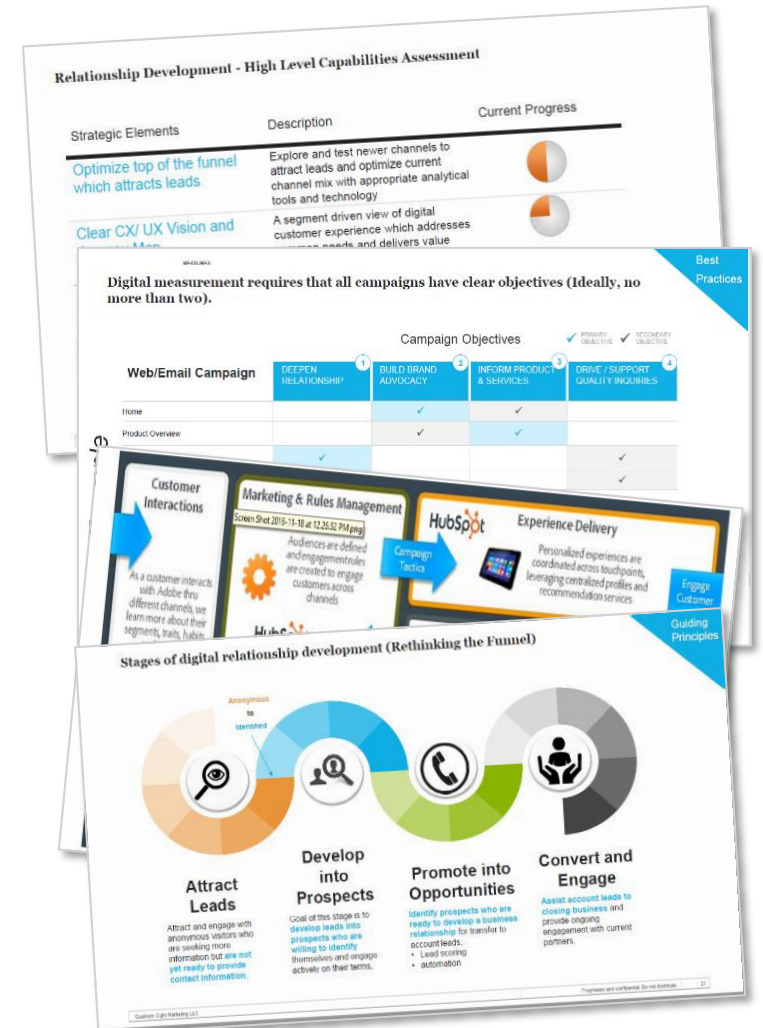
Final Deliverables

Current State Metrics and Capabilities Assessment (leads, sales, engagement, earned media, etc.)

Metrics Map, Metrics Gap Analysis, Best Practices Recommendations and data driven cases for new KPIs.

Current ROI/ Financial Impact/ Economic Value Estimates (STORY)

Recommendations and continuous improvement roadmap with prioritization and ROI forecasts.



Step 2: Now Let's Market Marketing!

Clear Foundational Statement	Clarify why Marketing matters and craft a simple, repeatable and financially rigorous story about it's current value and shared future ambition.			
Internal Audience Segments	Metrics Relevance	Develop the Relevant <u>Story</u>	Develop Socialization Tool Kit	Sustained Reinforcement
 C-Suite, Internal Partners, Marketing Leadership, Internal Clients, etc.	Identify 2-4 metrics matter the most to the segment & frame benefits in their language .	Develop audience relevant success stories that reflect demonstratable accomplishments and a shared ambition for the future.	Select among highly visual presentations, video, animation, and infographics based on segments available time, information style and organizational culture .	Integrate impact KPIs into quarterly reviews and planning. Refresh content regularly to reflect evolving priorities and proof points. Make impact reporting part of onboarding and marketing leadership development .

Relevant Work

Fortune 100 Workplace Benefits Provider

- **Improved Sales Attribution by 10X:** Developed a measurement framework for precise sales tracking.
- **Redesigned Online Experience:** Achieved a 3X improvement in marketing KPIs through user-centric design.

\$5 Billion Health System

- **Optimized Brand Tracking:** Streamlined tracking metrics for better insights, measurement, and analytical efficiency.
- **Refined Ad Messaging:** Leveraged brand metrics to improve ad performance and patient experience

Fortune 50 Health Payor

- **Enhanced Targeting Models by 20%:** Improved targeting accuracy using advanced machine learning, leading to higher conversion rates.
- **Boosted Marketing ROI:** Identified opportunities for a 1.7X impact on direct marketing on indirect sales and optimizing budget allocation.
- **Prioritized CX Touchpoints:** Identified high-impact touchpoints enhance customer satisfaction metrics and KPIs.





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