



ROI\marketing is a consulting company whose mission is to implement Accountability in Marketing. ROI\marketing helps its clients address the following challenges:

- How to have simple and operational KPIs for the marketing function at the enterprise level?
- How to help Marcoms practitioners work across silos and across the various communication disciplines?
- How to increase the impact of Marcoms without increasing their cost?

The measurement platform we use is based on the MCA®, which stands for Market Contact Audit, owned and developed by Integration Marketing & Communications Ltd.

MCA® is category and market specific; it provides a universal metric - a common currency – to measure the effectiveness of a brand's diverse Marcoms initiatives from the consumers' perspective. These initiatives – which create contacts with the target audience – are usually a mix of mass and specialized media, point-of-sale, one-to-one (CRM), sponsoring, and indirect (word-of-mouth, PR).

MCA® monitors how consumers connect with and experience brands through individual contacts (Brand Experience Points – BEPs, the universal metric) and through all contacts combined (Brand Experience Shares – BES). Consistent correlations with Market Shares at 80% + validate the importance of monitoring Brand Experience Shares as an indicator for Marcoms effectiveness.

Marcoms efficiency can be measured either holistically by monitoring the total cost of Marcoms per percentage point of Brand Experience Share, or at the level of each contact, by comparing the costs involved in activating a particular contact to the number of Brand Experience Points that contact has generated.

More than 1.500 audits have been carried out for Fortune 500 companies in all major categories and markets. Independent reports by the ARF and the INSEAD business school are available.

ROI\marketing is a representative of Integration and provides the implementation capabilities to get the best out of the MCA® platform. These capabilities are structured around the following steps:

- Project Management
- Training / Coaching of stakeholders
- Diagnostics
- Recommendations [central and country levels]
- Bridging with Marcoms agencies

ROI\marketing is run and founded by Michel Sara. ROI\marketing is the only consulting company founded by a former Partner at Integration Marketing & Communications Ltd, owner of the MCA®, who supervised more than 60 audits globally in most major categories. Prior to his experience at Integration, Michel Sara was Managing Director of J. Walter Thompson in Paris. He is a graduate of the MIT Sloan School of Management.

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