

The importance of knowing how effective your marketing spend is



**“I know 50% of my marketing investment is working.
I just don’t know which 50%”
-John Wanamaker**

Thankfully there’s no excuse in the digital age for not knowing what is working in your marketing and, more importantly, whether your money could work better elsewhere. We have to hand a plethora of analytics data from each channel we place our brand.

However, these analytics are only useful if we interpret them correctly and act on them accordingly and in a timely manner.

At PropertyGuru, we market across multiple channels on and offline, and just getting a return on our investment simply wasn’t enough. We needed to optimise our effectiveness on each and every channel we used to maximise our return on our spend. So we knew we had to come up with a method that would allow us to systemise this. We came up with BEAM.

BEAM stands for **Brand Equity Attribution Modeling**. It is PropertyGuru’s proprietary method for accelerating media effectiveness. Through applying BEAM we got to decode how our Return on Investment (ROI) drives interest in our brand.



We apply quantitative techniques to branding. Our mantra is to measure what matters and to invest with a 70-20-10 approach: 70% of budgets go to tried and tested channels; 30% goes to more experimental channels.

With clear data guiding our decisions, we have become confident in experimenting with our media plans rather than keeping them static. The more variations we try, the more data we have to work with and the more insights to build upon.

We have also become very performance based in the way we work, replacing agency commissions with performance-based rewards.

By implementing BEAM, we can clearly and objectively analyse what works best for each channel and what doesn't, and establish optimum investment levels per channel. As the market is not stagnant, this is a continuous process of data analysis, experimentation and further analysis, tweaking strategies based on what works.

The success of BEAM is clearly illustrated in the amount and quality of traffic we get to our PropertyGuru site and how much we invest towards that. In its first year, BEAM has enabled us to increase that return to 10-20%.

As a developer, you too can benefit from our platform and our insights. Enquire with us today.