

Q:chi) Harmoni

Case Study:

How Q:chi gave Qlik perfect visibility of marketing campaigns and spend in a single platform



Case study

Client



qlik.com

Overview

Qlik is a large software company with a complex marketing operation handling millions of dollars of marketing spend per quarter. They wanted better oversight and control of their marketing campaigns and spend.

Q:chi allowed them to track everything on one platform, and connect with finance to ensure transparency between the two departments.

“I’d be lost without Q:chi. In fact, without it, I’d have to hire another team of people to be able to operate anywhere near as effectively.”

Kevin Murphy
Senior Marketing Operations Manager, Qlik



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The problem


Qlik has a multi-million dollar marketing budget and a team of 140 people split across multiple teams, working on different projects. In such a large marketing function, oversight of planned activity and spend is absolutely vital for senior management.

Our solution

The entire Qlik team now uses Q:chi to create and manage campaigns. The platform is integrated with their other applications including Netsuite and Salesforce.

The Q:chi dashboard gives an at-a-glance view of everything that's going on and helps senior marketers to quickly get answers to any questions they might have about the current and planned marketing activity and spend.

This means that the business can make sure it spends its marketing budget effectively and responsibly. Senior management has oversight of what the money is being spent on at any given time and whether the planned activities are aligned to the business strategy and goals.



“Q:chi isn’t just part of my working day, it IS my working day. Whatever the team need to accomplish, they can do it through this tool, and I can always log in and get the answer to any question I have on my team’s activities. It’s game changing.”

Kevin Murphy
Senior Marketing Operations Manager, Qlik

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Purchase order creation has been automated and all campaigns are planned, developed and managed in Q:chi. It also handles approvals – both for the campaign itself and the budget, which gives peace of mind not only to the marketing function but to colleagues in compliance and finance. And with a 6-month view, everyone has peace of mind and clarity around what's in the plan, with no budget surprises or unforeseen overspends.

Over the years, there have also been dozens of major customisations as Qlik's business needs or go-to-market strategy have changed. Our platform has been adapted to enable and encourage this evolution, helping Qlik to remain agile and focus on their customers and driving growth.





Know Exactly What Your Team Are Planning, Doing & Spending

Q:chi is a flexible marketing workspace that gives CMOs and their teams total control and oversight of their marketing ops and finances.

We have over 20 years' experience building bespoke marketing performance solutions for global enterprise companies.

- Planning
- Budgeting
- Approvals
- Compliance
- Project management
- Reporting

Want to find out how we can help you take control of your marketing operations?

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