

MARKETING  
PERFORMANCE  
THAT DRIVES  
SALES



[mcads.ca](http://mcads.ca)



# THE POWERFUL CHOICE IN MARKETING INTELLIGENCE AND DATA ANALYTICS

MCDS takes your business where you want it to go—no matter what point you start from.

**MCDS works with midsize to large companies in Canada and the U.S. in the following industries:**

- > Pharmaceutical
- > Direct sales and network marketing
- > Retail
- > Distribution
- > Communications
- > Telecom
- > Manufacturing
- > Non Profit Organizations (NPO)

**Our data analytics services include:**

Data Collection

Data Optimization

Key Performance Indicators

Reports and Dashboards

Our customized approach enables us to offer innovative solutions that meet each of your marketing needs, whether you want to analyze your existing information, combine it with external data or apply data to a comprehensive marketing strategy.



# UNPARALLELED RETURN ON MARKETING INVESTMENT

*Are you getting the results you expect from your marketing activities?  
Can you measure each of your marketing actions and evaluate its impact?  
Is your marketing mix tailored to suit your sales objectives?  
Are you getting what you need from your marketing data?*

In today's world, marketing and sales teams operate in a highly competitive environment, where communication channels are almost infinite, communication costs are high and outcomes are often disappointing.

In the face of these challenges, it is vital that you understand your customers' motivations so that you can adapt your marketing strategy to each target audience. It is also essential that you identify the right marketing mix for each campaign in order to maximize the return on your marketing investment.

## We can help with these challenges

MCDS is a consulting company that specializes in providing customized marketing strategies, data analytics and marketing intelligence to achieve marketing and sales objectives.

MCDS succeeds by eliminating the guesswork in marketing. We provide our clients with the knowledge they need to make better, faster, fact-based decisions.

### **Our customized services and solutions include:**

- > Marketing strategy optimization
- > Data analytics
- > Key performance indicators (KPIs)
- > Marketing dashboards and reports



Marketing Performance  
that Drives Sales

**mc ds**



## A PROVEN APPROACH

MCDS succeeds by eliminating the guesswork in marketing. We provide our clients with the knowledge they need to make better, faster, fact-based decisions.

# RE-THINKING MARKETING MEASUREMENT AND STRATEGY DEVELOPMENT

MCDS goes beyond simply gathering and analyzing data. We provide the facts you need to make more informed decisions. Then, we translate that into concrete strategies that empower you to reach your goals.

## Eliminating the guesswork

**Our quantitative analytics and marketing KPIs give you an accurate assessment of:**

- > Your customers' behaviours, habits and preferences
- > How competitive your offerings are
- > How well your media are performing
- > How efficient your sales channels are

With your data in place, our marketing experts can advise on marketing strategies, empowering you to make fact-based decisions that maximize your ROMI.



"MCDS offered superior insights in our efforts to develop marketing analytics capabilities and how to use them to improve the return on our marketing and sales activities. They are experts in their field, and know exactly what it takes to help companies succeed."

– CAA Quebec



# PUSHING THE LIMITS OF DATA ANALYSIS

In addition to our consulting services, MCDS provides solutions that specifically target the marketing analytics and marketing intelligence environments. We combined our technological and marketing expertise to develop targeted Marketing Intelligence applications that enable our clients to self-manage all their marketing activities, while generating practical information they can use.

Our data analytics technology does more than reorganize data; it draws performance conclusions based on that data and develops recommendations that yield the best return on marketing investment.

**MCDS technology solutions can integrate seamlessly with your existing systems to create a customized database that includes information on:**

- > Media effectiveness
- > Marketing mix optimization
- > Return on your marketing investment (ROMI)
- > Campaign performance

## Campaign planning analytics

**Our cutting-edge marketing campaign planning application enables you to:**



By capturing, storing and evaluating your campaign data, MCDS gives you the tools you need to assess past performance and choose the best approach for future marketing activities.

“High performance doesn't always mean high cost. At MCDS we make fact based marketing & sales strategies accessible to all.”

– Claude Ménard, MCDS President

## The MCDS Advantage

Since 1988, MCDS has worked with a wide range of organizations in a variety of industries, helping them overcome challenges and meet marketing goals.

Our vast experience and thorough understanding of the field make us uniquely qualified to advise on marketing strategy.

### We offer:

- > Consultation services that empower clients to apply their raw data in the most practical and effective ways.
- > Customized solutions, available “à la carte” or as a complete package.
- > Significant return on marketing investment (ROMI), which we help ensure by developing long-term client relationships and providing marketing solutions that go the distance.

**Contact us for a no-obligation marketing consultation to explore how we can help you meet your marketing and sales goals.**



514.830.4078  
info@mcds.ca



[mcds.ca](http://mcds.ca)