



Content: We're Spending, But Where's the ROI?



99.99% marketers miss the point.
Are you the one person rewriting the game?

**Your dashboard might
show a 2.3x ROAS or 7%
engagement.**

**But unless it ties to
revenue, margin, or
retention it's not ROI.**

\ The Core Problem?

**Marketing tracks metrics.
Finance expects business
outcomes.**

**That misalignment
is why ROI remains
elusive.**

What the Top 0.01% Do Differently

They don't just
run campaigns.

They build
measurement
architecture aligned
to **business impact.**

\ From Attribution to Outcomes

They ask:

**“What helped
close the deal?”**

Not

**“Which channel
got the click?”**

\ From Volume to Velocity

**Leads are good.
Faster revenue is better.**

**They track how fast
leads convert, not
just how many.**

Top marketers optimize for:

CAC

(Customer Acquisition Cost)

LTV

(Lifetime Value)

Retention

Order Value

They track brand momentum:

**Branded
search**

**Share
of search**

**Direct
traffic**



From Report to Strategy

**The best don't
present dashboards.
They tell strategic
stories that earn trust
and budget.**

Old to New:

Attribution

>

Outcomes

Lead volume

>

Velocity

Marketing KPIs

>

Financial KPIs

Soft brand

>

Brand signals

Report

>

Strategy

\ Final Thought

If ROI lives in your media report you're playing the wrong game.

At TBWA\Indonesia, we're constantly solving challenges like this for our clients



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