

The Total Economic Impact™ Of Dotdigital

Forrester conducted a Total Economic Impact (TEI) study, which is a value-based business case framework, to assess the value proposition of Dotdigital. Through four interviews and data collection, Forrester has created a composite organization and concluded that Dotdigital has the following three-year financial impact.

BENEFITS (THREE-YEAR)



Profit due to increased marketing effectiveness **\$1M**



Time saved for marketing teams **\$50.5K**



Campaign setup savings **\$53.7K**

KEY NUMBERS



ROI
409%



NPV
\$919K

DOTDIGITAL KEY FINDINGS



Over \$1 million in profit due to increased marketing effectiveness.



Up to 95% increased efficiency of marketing processes.



Cost savings of over \$21,000 per year, resulting in a three-year PV of \$53,000.



Payback period of nine months.

VOICE OF THE CUSTOMER

“Our previous platform was nowhere near as advanced as Dotdigital, and it didn’t integrate with any of the other tech.”



Head of digital & direct marketing, packaging

“We are far more agile than we were before whether that’s in terms of sorting out the data, building content, the creative, and actually deploying campaigns.”

Senior marketing manager, utilities



Read the full study

This document is an abridged version of a case study commissioned by Dotdigital titled: The Total Economic Impact Of Dotdigital, May 2022.

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Commissioned By

