

# Marketing Expertise Brings Perspective to Big Data

## *Consultants 2 Go*



*Sandi Webster*

Consultants 2 Go's elite group of marketing consultants is the rapid-response team behind some of the most successful new product launches and struggling campaign turn-arounds. Year after year, the 12-year-old organization solidifies its reputation as the "go to" resource for mid-size businesses and *Fortune* 50 enterprises that need the very best project and interim consultants to address a marketing crisis.

Little wonder then that Consultants 2 Go became one of only a handful of organizations to be "three-peats" in the *Inc.* 500/5000 "List of America's Fastest Growing Companies" in 2013. On the prestigious list for three consecutive years, the Newark-based company ranked No. 1459 in 2013, up from 2804 in 2012, and 46<sup>th</sup> in the Top 100 New Jersey Companies.

"The speed at which marketing decisions must be made is propelling double-digit growth in annual revenues," says Sandi Webster, who cofounded

Consultants 2 Go with Peggy McHale. "We have a network of more than 1,500 top performers, many from Ivy League schools. They are professionals who can come into any situation and hit the ground running."

### Unlocking Big Data's Potential to Improve Performance

Further fueling the organization's growth is expanded capabilities in the area of data analytics. As a part of the company's ongoing strategic restructuring, C2G Analytics was formed to meet the need of businesses for meaningful, actionable marketing intelligence.

"We're responding to client demand for timely, more complete information about the health of their marketing campaign.

Sandi Webster and Peggy McHale share their expertise in their first book, *Black and White Strike Gold*, which includes 52 nuggets of advice for entrepreneurs.

They've been collecting the data, but it's often lagging and disjointed because it's coming through several legacy systems. And it needs to be interpreted in light of marketing trends, microtrends and other factors," says McHale, a 2013 Goldman Sachs 10,000 Small Business Scholar.

With a focus on ROI, C2G Analytics sends in a SWAT team that includes statisticians and programmers who are fluent in all software systems as well as senior-level marketing experts who speak the language of corporate marketing professionals.

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*Peggy McHale*

They can generate a short-term strategy in less than two weeks to bring immediate relief. Then they offer long-term solutions for marrying structured data across any platform and unstructured data from multiple sources. The result is easily understandable data and an accurate picture of how specific channels are performing and what opportunities are ripe for expansion.

"The success of a marketing campaign should be measured in revenues," says Webster. "Accurate analytics allow you to pinpoint what's working rather than what simply looks good."



**Consultants 2 Go**<sup>®</sup>  
 Marketing & Analytic Consultants