



ROI Marketing Institute (ROIMI) is the leading organization and think tank about Sales and Marketing accountability and return on investment.

It is also the only world wide certifying body for the

ROI Marketing Matrix ©.

What's your ROI?



ROI Marketing Institute

Obergrundstrasse 61
CH6003 – Lucerne, Switzerland
T.: +41-41-5550543

www.roimarketinginstitute.org



*Making Marketing &
Sales Accountable*

Approach to profitability

- ④ Training
- ④ Certification
- ④ Auditing
- ④ System implementation
- ④ Consulting



Establish the opportunity cost of your investments, focus your planning on results rather than on execution, make marketing accountable!

“... A new and pragmatic vision about one of the fundamental aspects of marketing investments strategic planning”

B. de Vicente

Group Chief Sales & Marketing Officer Virgin Active



Pablo Turletti is the creator of the ROI Marketing Matrix © a simple, robust and viable methodology to evaluate marketing and sales projects from their bottom-line-impact perspective. It measures the actual return on investments in real cash.

Don't accept soft indicators any more, they do not show real business performance. Link marketing to business in a compelling undisputable way.

What can ROI Marketing do for your organization?

- ④ Validate projects prior to investment.
- ④ Build predictive models
- ④ Evaluate the actual return of your project
- ④ Build business intelligence to support future planning



Not knowing if your marketing or commercial projects lose money, does not prevent them from keep losing (or making) profits.