FORMULA FOR RETURN ON MARKETING INVESTMENT

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It doesn't need to be complicated!

$$\begin{aligned}
W = \int_{k<\Lambda} [Dg][DA][D\psi][D\Phi] \exp \Bigg\{ & i \int d^4x \sqrt{-g} \Bigg[\frac{m_p^2}{2} R \\
& -\frac{1}{4} F^a_{\mu\nu} F^{a\mu\nu} + i\bar{\psi}^i \gamma^\mu D_\mu \psi^i + \left(\bar{\psi}^i_L V_{ij} \Phi \psi^j_R + \text{h.c.} \right) - |D_\mu \Phi|^2 - V(\Phi) \Bigg] \Bigg\}
\end{aligned}$$

Labels: quantum mechanics — spacetime — gravity — other forces — matter — Higgs

The Core Theory formula for how the Universe works, Sean Carroll

It's much simpler than that

Return = # of customers x uplift per – **full** costs
                affected   customer

An example cont.

- Full cost of the new system:
  - £50,000 license costs per year
  - £200,000 of employee time getting the system in place

- So, year 1 return is:
  - £200,000 – £250,000 = **-£50,000**

A key point here is that this is an *improvement* to an existing system, rather than a step change

Putting in new marketing technology is very disruptive. Make sure it's worth it before you begin

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