For most businesses, data plays an important role in target right set of customers. From the large dataset, the company have to produce accurate conclusions to improve the decision-making purpose. With the help of the right data analysis process, companies can measure the effectiveness and Return on Marketing Investment (ROMI).

ROMI is used to measure the effectiveness of a marketing campaign run through online marketing tools. It is also defined as the subset of Return on Investment (ROI). It is measured against the total revenues against direct investment in marketing campaigns.

The importance of evaluation of the marketing performance:

* Improve Brand Awareness
* Feedback from the customers
* Enhancing the product benefits.

Three data analysis processes used by the companies to evaluate the marketing performance are:

1. **Accountable Marketing** – This type of marketing works on the targeted on the unique product and thus, benefitting the company's sales by improving the brand image.
2. **Marketing Performance Measurement (MPM)** – is the process of management used to benefit the customer experience and to achieve the gain in return of investment.
3. **Return on Investment** – is used to measure the efficiency of the investment made by the company.

The company like The New York Times use ROI to measure the effectiveness of the investment made over the email-based marketing and mass personalization. As per the report, The New York Times Increased Paid Subscriber Levels by 14% By Launching More Newsletters.