

Aprimo Marketing Studio™ B2C

Performance Analysis

There's no mystery
in marketing accountability

Manage and master your marketing numbers for greater ROI

As marketing undergoes revolutionary upheaval, Aprimo® enables marketers to turn change into a competitive advantage through modular software that streamlines marketing processes, provides greater control of marketing spend in alignment with business objectives, and drives increases in measureable marketing ROI.

TRACK EVERYTHING, BUT MEASURE WHAT IS MOST IMPORTANT

What's the ROI? Did the last campaign meet its objectives? How many times was a digital asset used and by whom? What should next year's budget allocations look like? Most marketing solutions make it difficult to answer questions like these. But, today's marketers can't afford to leave them unanswered. That's why you need powerful tools to measure marketing

spend and the associated revenue, your ROI. And, while measuring ROI, don't take your eye off the detailed questions. You need those answers to glean insights that will help you refine specific initiatives for better individual outcomes. They, in turn, combine for overall marketing improvement.

The Performance Analysis solution offered in Aprimo Marketing Studio™ lets you master the numbers so you can


aprimo.
Integrated Marketing Software

- > Gain access to any data needed for measurement accuracy
- > Use over one hundred pre-built reports, or design your own
- > Design and measure marketing tests for actionable insights
- > Measure both sides of ROI – cost savings and revenue growth
- > Analyze cross-channel, multi-wave campaign results

show marketing's ability to do more with less while promoting top line revenue growth. Depending on your role, you may want to track or measure:

- > cost savings achieved through streamlined creative reviews
- > data needed for financial reporting compliance
- > increased brand content output from a fixed head count
- > year-to-year consumer database growth
- > incremental revenue generated by consumer campaigns
- > customer profitability and lifetime value

Whatever you need, Aprimo enables you to generate information-rich reports in a variety of formats. Produce detailed reports to glean actionable insights and foster learning. Create dashboards and share aggregate-level performance metrics to your executive team or board members. Be accountable.

Don't get caught unprepared. The question of Why we measure does not change. But, those related to how, what, when, and where we measure often do. Use Aprimo's Performance Analysis to stay a few steps ahead of the curve.

RESULTS YOU TRUST AND FLEXIBILITY YOU NEED

Manage the breadth and depth of your data in the data mart that you access to generate your reports. And, don't worry about the emergence of new data that you may need, which stems from the constant changes going on around you, because Aprimo has you covered. Whether new or not, you can incorporate external data into your reports by simply making it visible

to Aprimo's reporting tool. Or, if you prefer to use another application, generate an external data mart and incorporate the resultant data into other tools, like OLAP reporting or statistical software packages. Either way: your hands are never tied when it means getting the right data to produce the right answers. Trust your results, without caveats.

KEY FEATURES OF PERFORMANCE ANALYSIS

With Performance Analysis, you can:

- > Accelerate time to reporting proficiency by using existing reports as is, or as a foundation for a new one
- > Add to new variables, which may be specific to your industry or business, and are best suited to show marketing accountability
- > Incorporate any external data into your reports, or export a data mart with dimensional data structure to facilitate modeling and OLAP software use
- > Define business objectives, allocate associated spend, and track performance toward goals
- > Design and measure marketing tests that drive efficiencies and improvements in future campaigns and fosters a learning culture
- > Produce snapshot metrics to compile trend reports that demonstrate continued process and campaign improvements.
- > Show quantifiable evidence of marketing's contribution to improved business performance
- > Make fact-based decisions in defining quantifiable business goals and planning the future marketing spend needed to achieve them

KEY PROOF POINTS

- > Make marketing decisions with greater confidence
- > Actively shift spend allocations to initiatives with the highest return
- > Reduce data latency in reporting with flexibility in access
- > Establish belief in the science of marketing as an equal to the art
- > Answer the questions needed to show accountability in your industry and business

For more information,
please visit
www.aprimo.com

Wherever you begin, Aprimo can help you navigate through marketing's revolutionary changes to develop an ongoing, anywhere, anytime dialogue with your audience that results in more meaningful, more efficient interactions with customers everywhere.

ABOUT APRIMO

Aprimo's integrated marketing software enables B2C and B2B marketers to successfully navigate the changing role of marketing by taking control of budget and spend, eliminating internal silos with streamlined workflows and executing innovative multi-channel campaigns to drive measurable ROI. Only through the use of Aprimo's modular and on demand software, Aprimo Marketing Studio B2C and Aprimo Marketing Studio B2B, can marketers truly integrate marketing organizations, manage, deliver and track the right message targeted to the right audience over the right channel and translate Marketing efforts into measurable business impact and revenue. Hundreds of thousands of Marketers trust Aprimo to revolutionize their marketing including Bank of America, Honda, King Pharmaceutical, Pearson Education Ltd, Time Warner Cable-NY and Wal-Mart.

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