

Aprimo Marketing Studio™ B2C

Plan Management

Create, route, and approve marketing initiatives that drive ROI



Automate planning processes and keep marketing spend aligned with business objectives

As marketing undergoes revolutionary upheaval, Aprimo® allows marketers to turn change into a competitive advantage through modular software that drives ROI, provides a holistic view across all channels and creates engaging, ongoing audience dialogue across marketing touch points.

ALIGN MARKETING PLANS WITH OBJECTIVES

In a typical company, a considerable number of marketing initiatives do not directly match up with any specific business objective. This means that marketing spend is wasted and may result in missed goals. Today's constant state of marketing change provides enough challenges for marketers to stay ahead and show a true business impact. They can hardly afford using

precious marketing dollars on marketing initiatives that don't deliver a clear benefit. Marketers must take control the planning process and automate an on-going system of checks and balances to ensure every initiative and campaign meet the company's business goals.

Plan Management, a solution offered in Aprimo Marketing Studio™, lets you centralize and organize the details for each of the initiatives that make up


Integrated Marketing Software

- > Gain visibility into marketing programs for different brands, portfolios, and channels
- > Understand the impact of program costs on the overall budget
- > Evaluate market factors and sales information and adjust marketing plans as needed
- > Remain compliant by ensuring each marketing activity has received proper approval

KEY PROOF POINTS

- > Minimize wasted marketing spend
- > Efficiently approve marketing programs and activities
- > Use automated checks and balances to align the marketing spend
- > Publish a dynamic calendar of all programs
- > Share up-to-date information with external stakeholders

your annual marketing plan, including cross-channel consumer campaigns, media buys, creative materials, events, etc. With single information repository where each marketing initiative is aligned to one or more business objectives, you can monitor and measure the individual and collective business impact throughout the year. Make adjustments to maximize marketing performance.

MARKETING INITIATIVES: APPROVED OR NOT

Create marketing campaign and activity briefs and submit them for approval, and let your automated workflow decision engine ensure the right individuals weigh in with their stamp of approval. Plan Management gives you a repeatable, streamlined process that ensures your marketing strategies and tactics are brand, and in some cases, industry compliant. Whether you need to improve control over creative content reviews for print ads, brochures, radio scripts, or sign-off on personalized email messages, banner ads, and microsites, Aprimo's flexible workflows can save you time and money.

With Plan Management you use a centralized calendar that features every tactic and program that you have planned or that is underway. And, you can keep external partners informed by making the calendar public, which they can access through web-based portal. Organize your marketing initiatives by any meaningful groupings such as geography, media type, consumer segment, brand, or project type, which then appears on the calendar. See all of them at once or simplify your view. Either way, you have a single reference to keep you on track and in alignment with your company's business objectives.

Stay focused on what you need to get done today, and use Plan Management to help you navigate across the marketing calendar, without missing a step or a date. Track, monitor, and measure improved marketing productivity and performance. To put it simply, take control over your marketing planning with Plan Management. Show marketing ROI. Take the credit.

KEY FEATURES OF PLAN MANAGEMENT

With Plan Management, you can:

- > Create repeatable, standardized marketing workflows that insure marketing spend requests are routed efficiently for timely review and approval
- > Eliminate waste in marketing spend by aligning all of your marketing initiatives to specific business objectives, adjusting when needed to optimize individual and overall results
- > Insure the right individuals are involved, and avoid missteps and mistakes that violate corporate or industry regulations, which in some cases, can result in heavy fines
- > Keep everyone informed with a centralized calendar that displays all of your marketing initiatives and the associated detail
- > Show the value of marketing to your business, by capturing revenue generated by your marketing efforts, and calculate ROI
- > Make fact-based decisions when developing future marketing plans by using year-to-year historical information and results

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.