

Aprimo Marketing Studio™ B2C

Spend Management

Get the most out of your brand marketing investments

Monitor and manage marketing spend for improved business performance and ROI

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.

ACCOUNTABILITY IN THE FACE OF CHANGE

Managing a marketing budget has never been easy, but pace of marketing change going on and your need to adapt quickly raises exponentially the challenge of this task. And, as the demand for numbers – reflecting dollars spent and revenue earned – comes from the company CFO, you need to get a handle on your budget. This means gaining visibility

into the details of each marketing initiative and its business value. In doing so, you have the marketing agility to reallocate spend to optimize performance and the ability to roll up your numbers in ways that make sense for your corporate financial system. You have easy access to the data that show marketing's contribution to business performance – accountability.

 **aprimo**
Integrated Marketing Software

- > Eliminate unproductive marketing spend and reallocate funds for greater benefit
- > Reduce marketing budget reporting - tasks and time - while improving accuracy
- > Create a single, global system of record while enabling localized budget management
- > Oversee budget transfers and reallocations to ensure financial compliance
- > Gain the flexibility to adapt your spend in an ever-changing marketplace
- > Share the science of marketing - the numbers - across the organization

KEY PROOF POINTS

- > Produce and present the information your CFO and Board of Directors require
- > Determine the best way to spend based on any criteria that's important to you
- > Support multi-sourced initiative funding across geographies and currencies
- > Forecast budget allocations across initiatives and eliminate miscellaneous or unknown

With the Spend Management solution, part of the Aprimo Marketing Studio™ offering, you can easily determine the best way to spend by brand, product category, campaign, or other important criteria. You define your organizational structure and establish your initiatives as single- or multi-funded. And, don't worry about global marketing budgets that include many currencies, as Aprimo's Spend Management lets you centralize the marketing budget at the corporate level, while letting your distributed team manage their budget in their own currencies.

EFFICIENCY IN A CENTRALIZED BUDGET SYSTEM

Many marketing teams have used spreadsheets to track and manage their marketing spend. The spreadsheet approach is a manually intensive, inefficient method that invites errors. Spend Management is a marketing-inspired solution that fits the marketer's need to centralize and align the marketing budget with business objectives, and enable marketers to automate their marketing spend approval process. It gives marketers a single system of record for monitoring, managing, and reporting on every aspect of their spend - from the details of a single initiative or type of initiative to an aggregate summary for the CFO.

Produce and share reports that erase the areas of grey in your budget that don't align with a specific business objective or fall outside forecasted spend, etc. Use tabular charts or graphic dashboards to share your spend information. And, importantly, gain further credibility across the organization by showing marketing's impact on business performance.

Let Aprimo's Spend Management keep track of the numbers so you can remain focused on executing meaningful brand engagements with your target consumers.

KEY FEATURES OF SPEND MANAGEMENT

With Spend Management, you can:

- > Centralize the marketing budget and gain the ability to rationalize a multi-currency marketing budget and spend across business units, brands, or regions.
- > Align marketing spend with business objectives, and adjust them throughout the year to maximize marketing spend with highest yield initiatives.
- > Record, track, and approve commitments and invoices within Aprimo, or via data-level integrations with existing back-office PO and AP systems.
- > Plan and manage the offers with treatments targeted for customer segments.
- > Create repeatable, standardized corporate-level processes for budget approvals and forecasts.
- > Use accumulated historical spend results and insights - at the initiative or higher-level - for fact-based decisioning in future budget planning tasks.
- > Create detailed to dashboard summary reports to disseminate and demonstrate marketing accountability throughout the organization.

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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