

# Aprimo Plan & Spend

Align marketing planning and spend, maximize investments, and gain performance insights.

Agile Marketing Planning



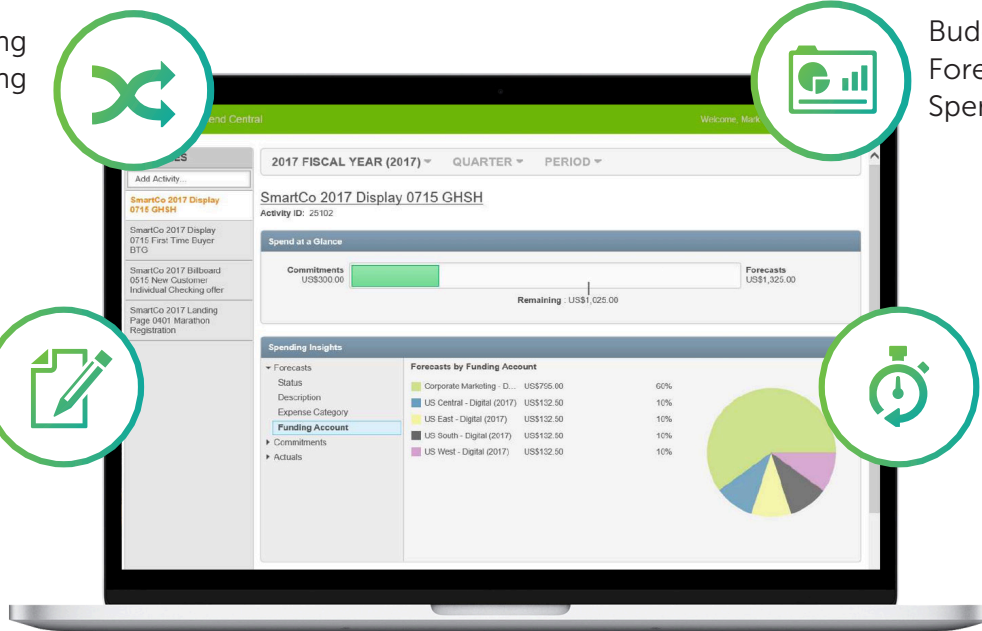
Budgeting, Forecasting, & Spend Management



Reporting



Marketing Performance Optimization



## A GLOBAL VIEW

Aprimo Plan & Spend gives marketers a global view into marketing spend and planning. Marketing leaders use it to manage and automate budgeting, forecasting, expense reviews/approvals, and actual costs, all within their own marketing structure, business rules, and local currencies. They can align their budgets with strategic objectives and KPIs, tying daily activities to marketing plans and budgets.

Not only does Aprimo Plan & Spend manage marketing spend and planning, but it also enables marketing leaders to gain a better view into marketing performance, giving marketing leaders the critical ROI data they need to justify marketing spend.



Get the advantage



## WHY APRIMO PLAN & SPEND

- A fully-integrated solution with visibility from planning through spend
- Enables true alignment between marketing plans, spend, strategies, objectives, and results
- Scales to meet global enterprise needs and manage billions in marketing spend
- Ability to link spend to specific marketing activities and KPIs
- Manage resource and budgetary investments in a single place

Aprimo Plan & Spend is a robust solution that empowers marketers to manage and track spend in order to better measure and predict ROI.

To learn more, visit [aprimo.com](http://aprimo.com).

## PLAN AND SPEND FEATURES

### Planning and Strategic Objectives

Top-down objective and strategy planning to drive accountability and visibility

Link enterprise financials with marketing financials through Aprimo's ERP Connector

Manage and track offers, creative treatments, and incentives to leverage across all your marketing promotions and channels

### Budgeting and Spend Management

Budgeting and accounting support to align marketing activities with spend

Streamline expense reviews and approvals

Easily roll-up projected forecasts

Track all invoices, budgetary commitments, and actuals

### Vendor Management

Centrally manage vendor RFPs

Easily handle all your preferred vendors and agencies

Gain real-time visibility and manage your spend with vendors

### Marketing Performance Management

Track to-date financial commitments

Track both resource and budgetary commitments in one place via Aprimo Marketing Productivity integration

Ingest third-party analytics to track performance

Business Intelligence capabilities that allow you to slice and dice your data

[aprimo.com](http://aprimo.com)



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