

Aprimo Budget Allocation

Optimize Marketing Planning

Move from spreadsheets to automation

Every CMO must think like a CFO

Plan with ROI in mind

Increased Budget Visibility

Aprimo's Budget Allocation feature, part of our market-leading financial management solution, supports your business planning with:

FLEXIBLE BUDGET CREATION

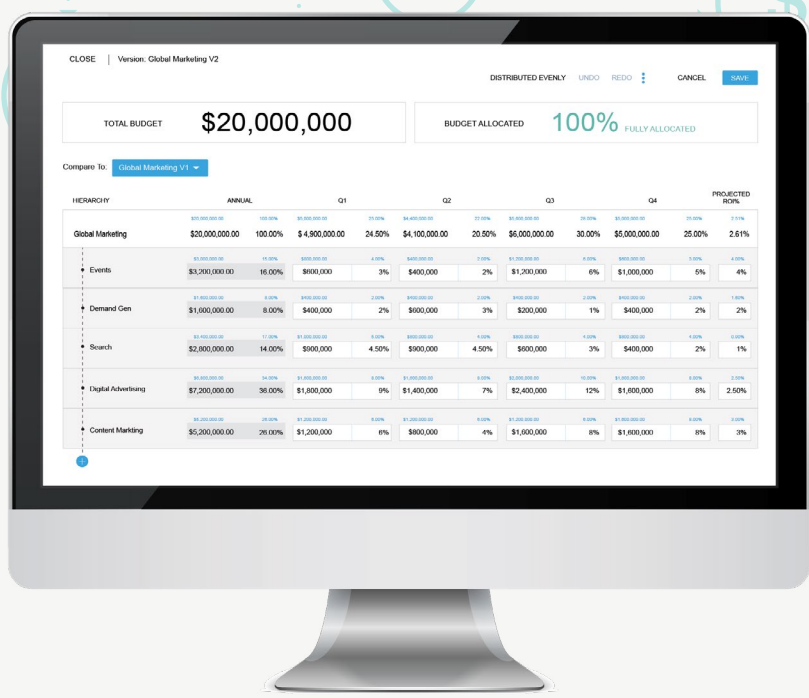
Know where to invest using a top-down or bottom-up approach

WHAT-IF PLANNING

View different scenarios and fund initiatives with the highest ROI

AUTOMATIC BUDGET ACTIVATION

Automatically activate approved scenarios into a yearly managed budget hierarchy



Get The Most Out Of Your Funds

Use Budget Allocation to:

SET OBJECTIVES

Align all groups on objectives and targets

ENABLE QUARTERLY AND YEARLY PLANNING

Centralize all marketing planning activities

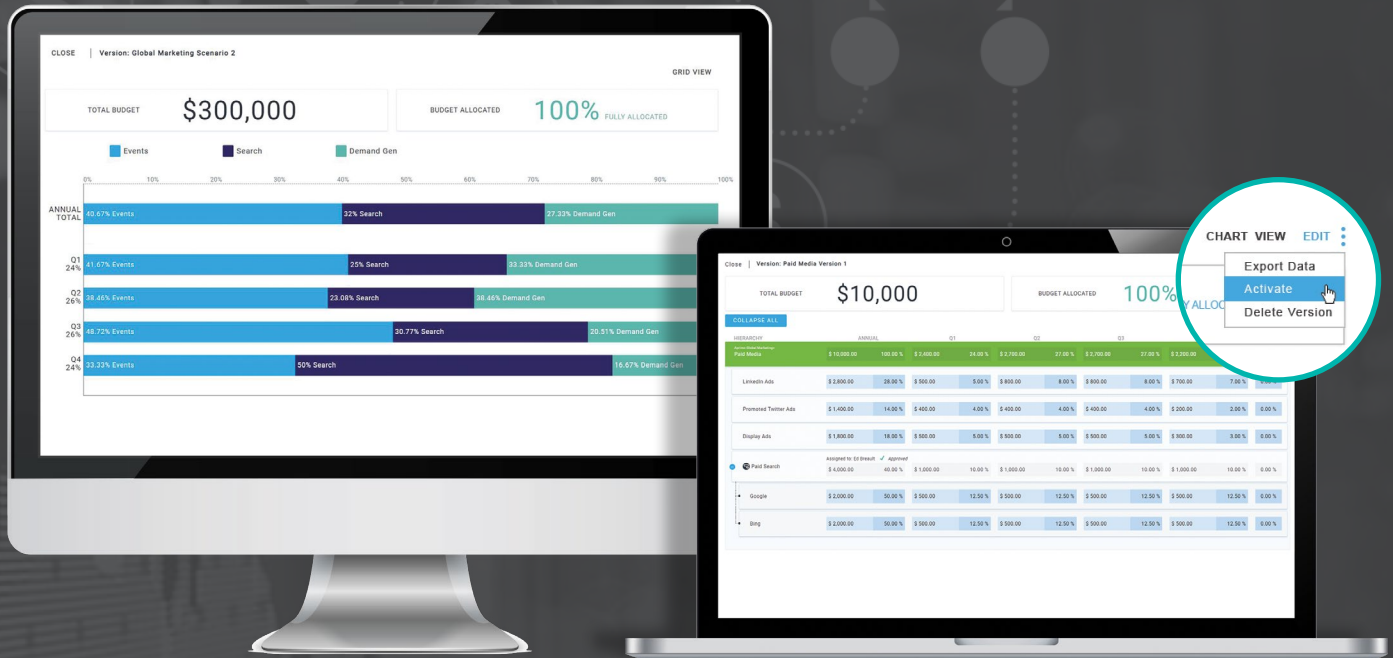
PREDICT BOTTOM-LINE RESULTS

Forecast ROI and predict bottom-line business benefits

Aprimo provides technology solutions for content, operations, and performance that enable enterprises to optimize their brand experiences and the resources they use to deliver them. Our platform gives enterprises the advantage by streamlining and governing all the behind-the-scenes activities – from ideation to distribution – involved in delivering exceptional brand experiences.



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BUDGET CREATION

Global visibility for data-driven decisions:

Assign budgets to owners

Assign spend and enable owners to allocate budget accordingly

Let budget owners give you proposals

Enable budget owners to submit estimated needs to a common budget, and then right-size budget needs

Re-use previous year budgets

Leverage year over year budget history to accelerate planning processes

WHAT-IF SCENARIO PLANNING

Map different budget scenarios:

Allocate with variations

Allocate budget by fixed amounts or percentages

Quantify the scenario impacts

Plan based on ROI from attribution, mixed modeling, or manual inputs

Pick the winning scenario

When you've made your decision, add it to the budget for approval

ACTIVATE WITHIN APRIMO PLAN & SPEND

Automatic program activation with activities and hierarchies:

Manage purchase orders and invoices

Monitor vendors, purchase orders, and invoices in a single system

Tie spend data into activity and outcome data

More accurately calculate ROI by marrying spend data with operational data

Integrate with your corporate general ledger

Sync your spend data and budget structure with other corporate systems

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