

CLOSED-LOOP MARKETING SOLUTION

MAKING MARKETING MORE COST- EFFICIENT

Seamlessly integrate planning, budgeting, spending, campaign orchestration, and performance



Effective marketing today relies on significant coordination across organizational functions, processes, and platforms. But siloed data, processes, technology, and missing analytics capabilities mean that CMOs can struggle to maximize marketing efforts, increase revenue, meet compliance standards, and optimize spending.

Looping in value

To navigate growing complexity and strategically respond with greater speed and accuracy, CMOs require end-to-end tools that can flexibly adapt as marketing needs evolve. Deloitte Digital's Closed-Loop Marketing Solution combines marketing automation and financial management for more cost-efficient marketing. Built with the capabilities of the Anaplan financial planning platform and Adobe's Experience Cloud, this integrated solution brings together two leading tools to provide a single marketing solution for planning, budgeting, orchestration, and analytics—all synchronized to allow you to run marketing programs more effectively.

Potential benefits of Closed-Loop Marketing Solution

Seamless.

Leverage leading cloud-based platforms to provide an efficient solution that enhances user experiences and seamlessly integrates with other marketing technology and enterprise systems—to empower creation and execution of content-driven campaigns.

Focused.

Use leading practices for marketing resource management practices, with a solution that can be tailored to your organization—connecting your planning, budgeting, and campaign strategy to performance and corporate objectives.

Collaborative.

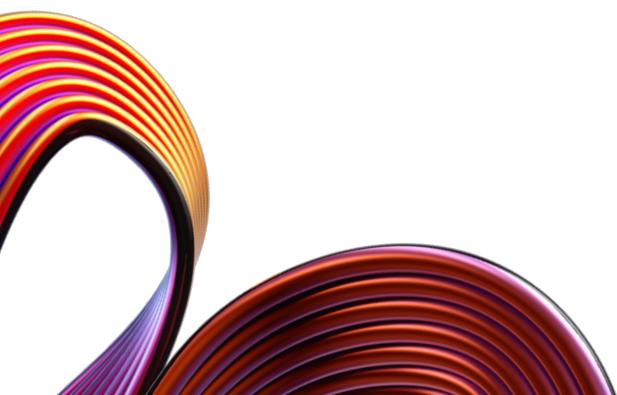
Give marketing teams access to the latest content and approved assets, optimizing collaboration with critical business partners including sales, finance, procurement, and agencies—all to improve efficiencies and transparency throughout your organization.

Insight-driven.

Improves visibility into marketing data and results, enabling real-time adjustments and reducing the likelihood of missed opportunities, with resources assigned to move the bottom line.

Rapid.

Quick implementation breaks down operational siloes using a cloud-based platform—so you can increase agility and speed to market for campaign planning and execution while getting an integrated solution that can deliver relevant customer experiences on any channel, anytime.



Closed-Loop Marketing demo

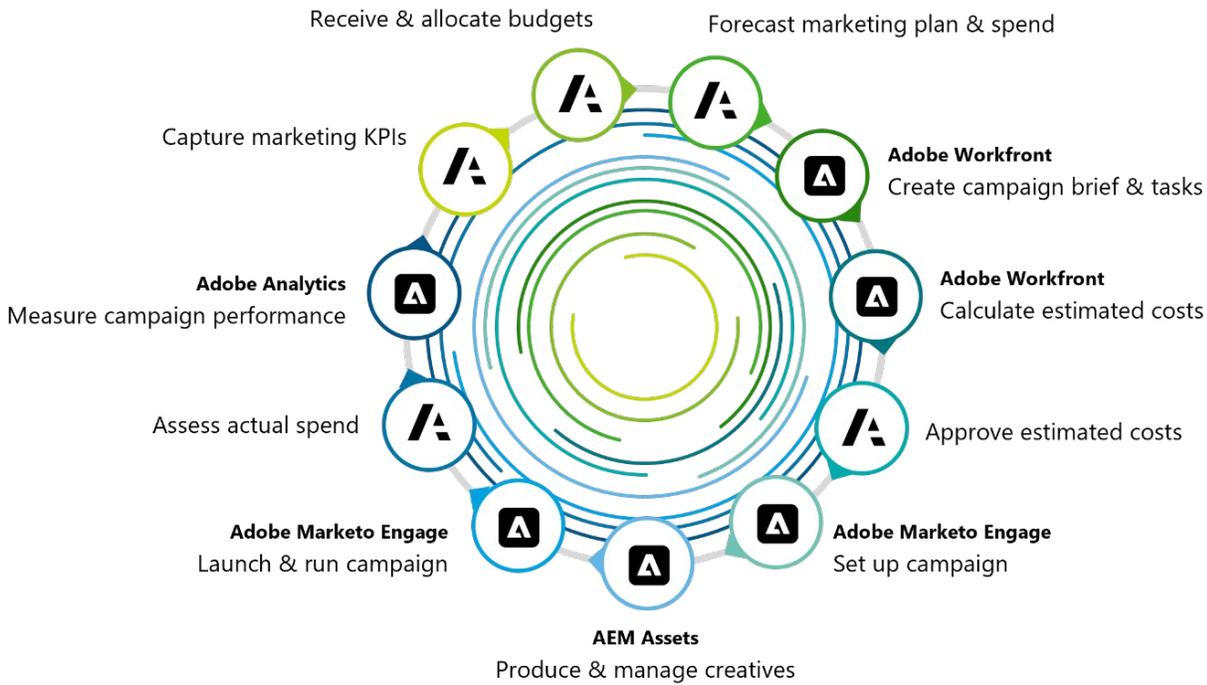
Experience the solution in action

As an end-to-end marketing resource management platform, Deloitte Digital's Closed-Loop Marketing Solution taps the combined strength of Anaplan for Marketing and Adobe Experience Cloud, all brought together with Deloitte Digital's industry-specific insights and experience in enterprise transformation, marketing strategy, and business innovation.

Put it all together, and you could have the opportunity to:

- Improve marketing spend, with a potential 25% increase in ROMI (based on Deloitte's industry experience)
- Increase speed to market, with potential 2x faster planning cycles (based on Anaplan marketing planning benchmarks)
- Optimize marketing outcomes, with up to a potential 45% revenue increase (based on Adobe Marketing Cloud case studies)

CORE ELEMENTS OF THE SOLUTION



Discover how you can make a bigger impact with Deloitte Digital's Closed-Loop Marketing Solution. Contact us to learn more.

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About Deloitte Digital

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