

## Closed-Loop Marketing Solution

powered by Anaplan and Adobe

Seamless integration of planning, budgeting, spending, campaign orchestration, and performance to achieve more cost-efficient marketing

## Business Challenge

Today's marketing relies upon significant coordination across organizational functions, processes, and platforms. Siloed data, disconnected processes and technology, and missing analytics capabilities can impact CMOs' abilities to maximize marketing effectiveness, increase revenue, meet compliance standards, and optimize spending.

### Top challenges organizations face include:



Driving growth, increasing share of wallet, and brand differentiation in a crowded and competitive environment



Rapid channel expansion and increasing complexity in creating a central customer view and executing on the experience



Interpreting mass customer data to quickly adapt to market changes and deliver personalized content at enterprise scale



Achieving real-time responsiveness in an always-on process that is highly automated from planning through delivery



Integrating traditionally fragmented processes and systems to measure attribution and ROI to drive advocacy in the boardroom

## Opportunity

Companies that drive truly connected marketing, from planning and execution to performance using seamlessly integrated teams, data, processes, technologies, and analytics can achieve:

**Faster speed-to-market**

**2x**

faster planning cycles<sup>1</sup>

1) Anaplan marketing planning benchmark

**Optimized marketing outcomes**

Up to **45%**

revenue increase<sup>2</sup>

2) Adobe Marketing Cloud case study

**Improved marketing spend**

Up to **25%**

ROMI increase<sup>3</sup>

3) Deloitte industry experience

## Overview of Deloitte's Closed-Loop Marketing Solution

To navigate that growing complexity and be able to react in a faster, more informed, and more strategic way, marketers need the right tools.

Deloitte'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, the single-source solution optimizes two best-in-class tools to provide one marketing solution for planning, budgeting, orchestration, and analytics all in perfect synchronization for running marketing programs most effectively.

The powerful union of Anaplan and Adobe enables agile, true closed-loop marketing and enhances decision-making from top-down to bottom-up through real-time financial details and 360° customer insights in one solution.



### Anaplan for Marketing

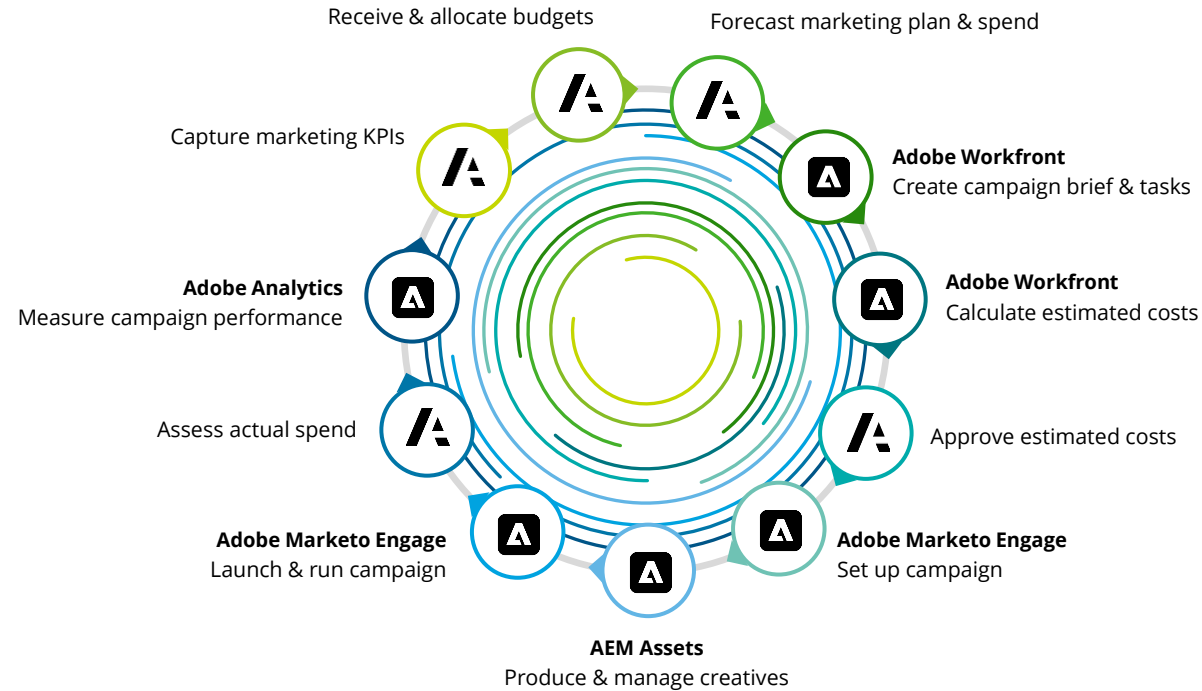
- Marketing budgeting
- Marketing planning
- Spend management
- Campaign planning
- Performance management

### Adobe Experience Cloud

- Campaign management
- Campaign orchestration
- Lead management
- Customer analytics
- Collaborative work management

## Close the Loop for More Transparency and Efficiency

Deloitte's Closed-Loop Marketing Solution allows organizations to manage resources centrally and integrate people, budgets, assets, and workflows across the organization for better marketing output while executing end-to-end on cost performance. Anaplan and Adobe technologies work together to realize a closed-loop marketing resource management system that enables frictionless end-to-end planning, execution, and analytics to keep CFOs and CMOs in the loop at every single step of the process.



## Why Deloitte?

Deloitte's leadership in marketing resource management and digital marketing—combined with our strategic long-term relationship with Anaplan and Adobe—means we are committed to working with your company to drive business growth and marketing impact.

### Achieve truly connected marketing planning with Deloitte and Anaplan

Anaplan's cloud-based platform can be customized to modernize your digital marketing by building foundational marketing capabilities across planning, budgeting, campaign to lead cycle, smarter use of marketing assets and enabling a global customer engagement platform. As Anaplan's #1 partner, Deloitte's breadth of industry experience and unique transformational capabilities can get you there.

### Accelerate digital marketing transformation with Deloitte and Adobe

Backed by over a decade of joint successes around the world, Deloitte and Adobe are collaborating to deliver dynamic solutions that drive sales and inspire user loyalty with each interaction. Recognized by Adobe with two Digital Experience Partner of the Year Awards for 2022, these honors underscore Deloitte's commitment to delivering high-quality digital initiatives to global clients. We invest in and develop industry-leading IP and technology platforms, enabled by the power of Adobe Experience Cloud, to create custom solutions that are tailored to our clients' industries and ambitions.

With deep experience in digital transformation, we help clients reshape and rewire their organizations—from marketing strategy and brand innovation to operating model redesign—to break down silos and overcome operational barriers that stand in the way of meaningful change.

## Benefits of Our Closed-Loop Marketing Solution

### Cloud-based technical experience

Leverages leading cloud-based platforms to provide an efficient solution, enhanced user experience, and seamless integration with other marketing technology and enterprise systems, empowering the creation and execution of data-driven campaigns.

### Leading marketing resource management practices

Applicable across industries but tailorable to your organization, connecting your planning, budgeting, and campaign strategy to performance and corporate objectives.

### Expanded team collaboration

Marketing teams have access to the latest data, content and approved assets, optimizing collaboration with critical business partners including sales, finance, procurement, and agencies to increase efficiency and transparency throughout your organization.

### Enhanced decision-making power

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

### Rapid deployment and ready access

Quick implementation breaks down operational silos with an integrated platform to increase agility and speed to market for campaign planning and execution. Delivers relevant customer experiences on any channel and anytime.

## Start the conversation

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