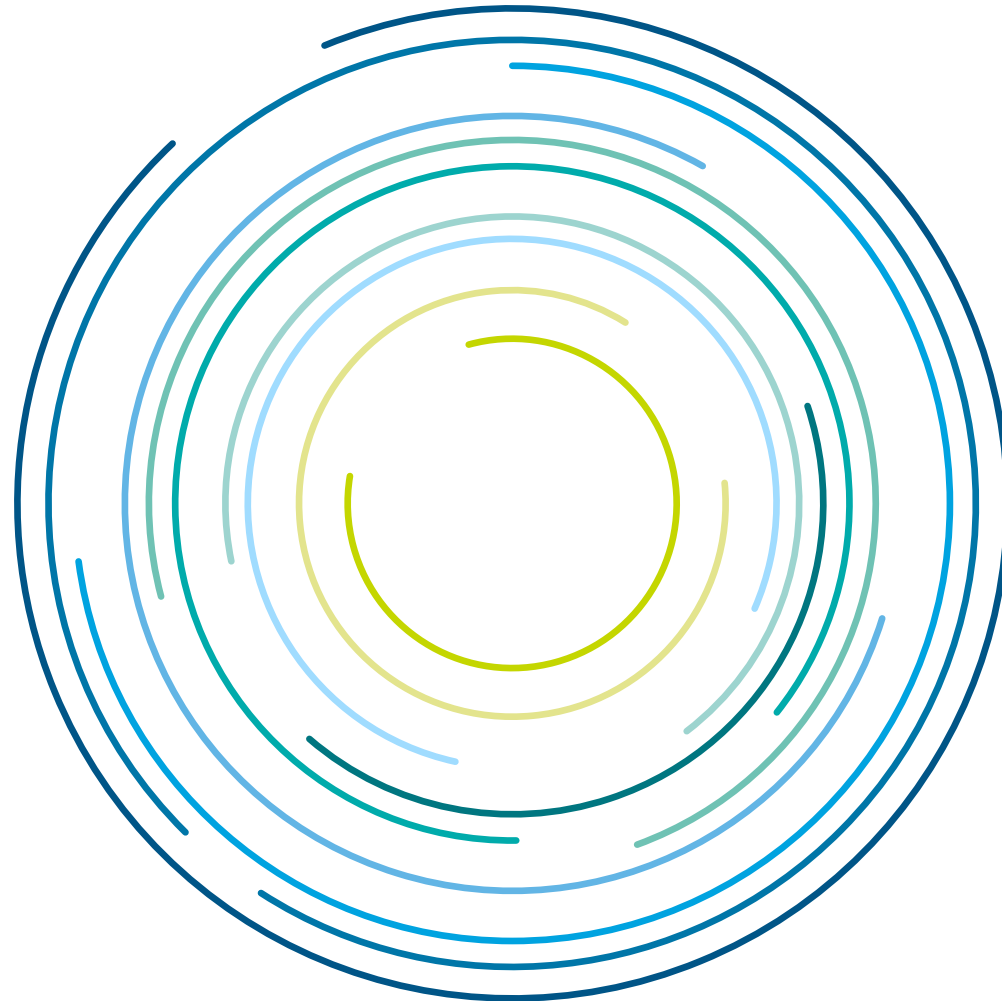


Deloitte's Closed-Loop Marketing (CLM) Solution

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



Deloitte.
Digital + **Anaplan** + **Adobe**

A woman with curly hair is smiling and looking to the right. A hummingbird is flying near a cluster of yellow and pink orchids. A green fern leaf is visible in the lower right corner. The background is a blurred cityscape.

Closed-loop Marketing

Better safe than sorry – how to adopt more cost-efficient marketing

Deloitte's Closed-Loop Marketing (CLM) Solution is a single-source solution built with the capabilities of Anaplan's financial planning platform and Adobe's Experience Cloud. The combination of Anaplan's planning tools and Adobe Workfront, Marketo Engage, AEM Assets, and Analytics aligns strategy, budget, plans, campaigns, assets and analytics for effectively running marketing programs while delivering real-time financial details and 360° customer insights in one solution.

Deloitte Digital + **Anaplan** + **Adobe**

Our CLM solution better links financial management with account-based marketing...

Planning and executing campaigns for multiple brands in different markets can be an arduous task. We combine technologies from Adobe and Anaplan to integrate financial planning and controlling with marketing automation capabilities to help corporations attain more control and transparency over their marketing programs – keeping CMOs and CFOs in the loop at all times.

...and delivers added value

Faster speed-to-market

2x

faster planning cycles¹

1) Anaplan marketing planning benchmark

Optimized marketing outcomes

Up to **45%**

revenue increase²

2) Adobe Marketing Cloud case study

Improved marketing spend

Up to **25%**

ROMI increase³

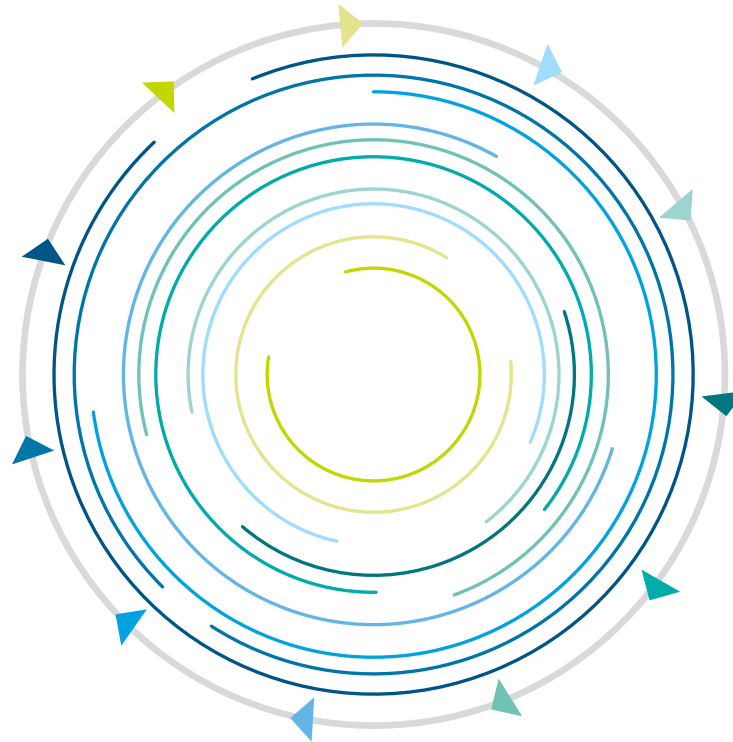
3) Deloitte industry experience

Combining best-in-class platform technologies

Closed-Loop Marketing delivers an integrated, single-source solution that enhances decision-making from planning to the performance by seamlessly integrating processes, technologies, and analytics for agile and true closed-loop marketing.

naplan

- Optimizes top-down budget allocation across regions, markets, brands, channels, and segments.
- Brings together bottom-up spend to manage budgets across campaigns and activities.
- Centralizes campaign PO and invoices.
- Manages bids and approvals.

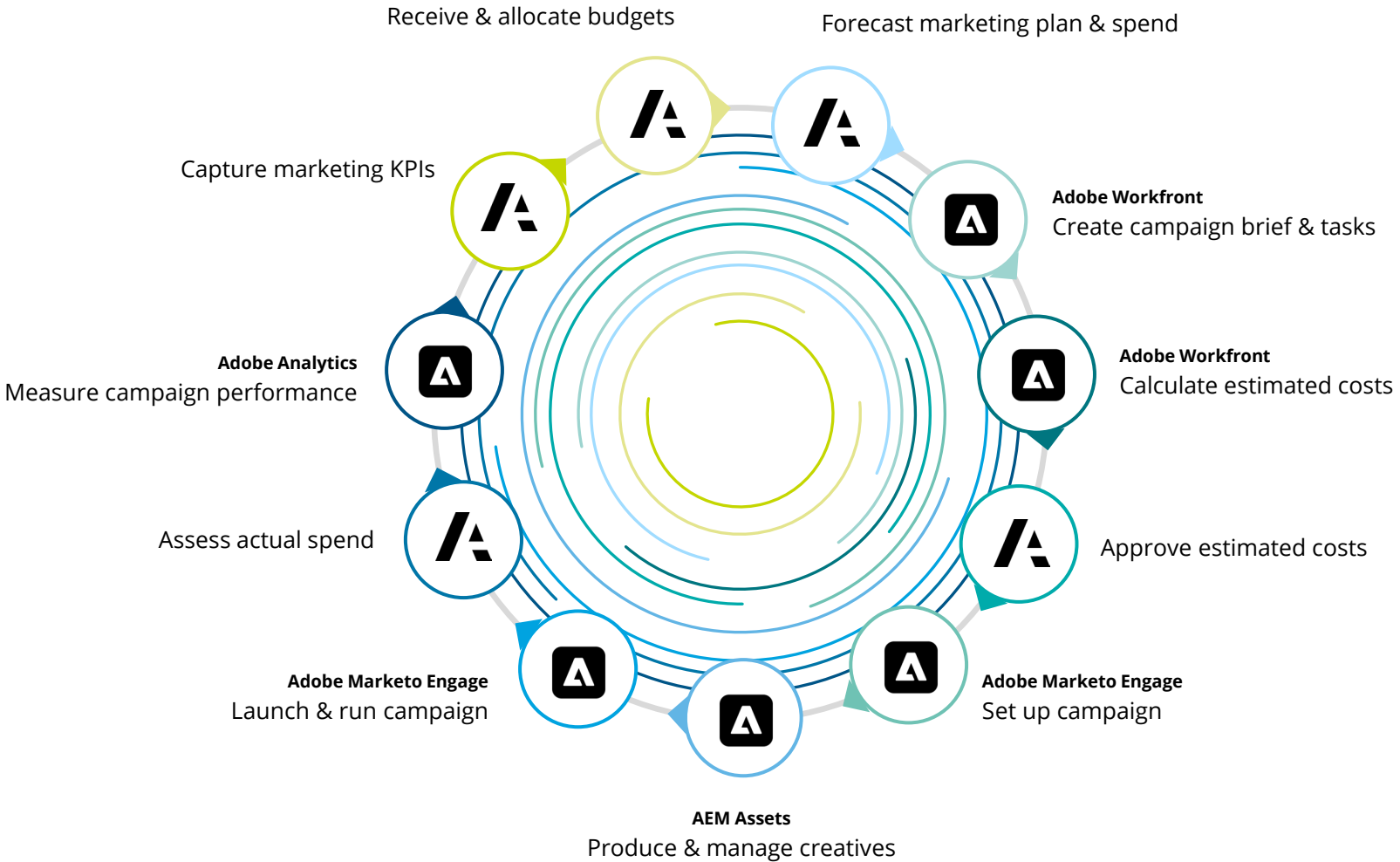


Adobe Experience Cloud

- Centralizes work and assets in a single location to ensure compliance.
- Optimizes resource pools and balances portfolios.
- Facilitates campaign management and orchestration across channels.
- Measures marketing performance and campaign effectiveness.

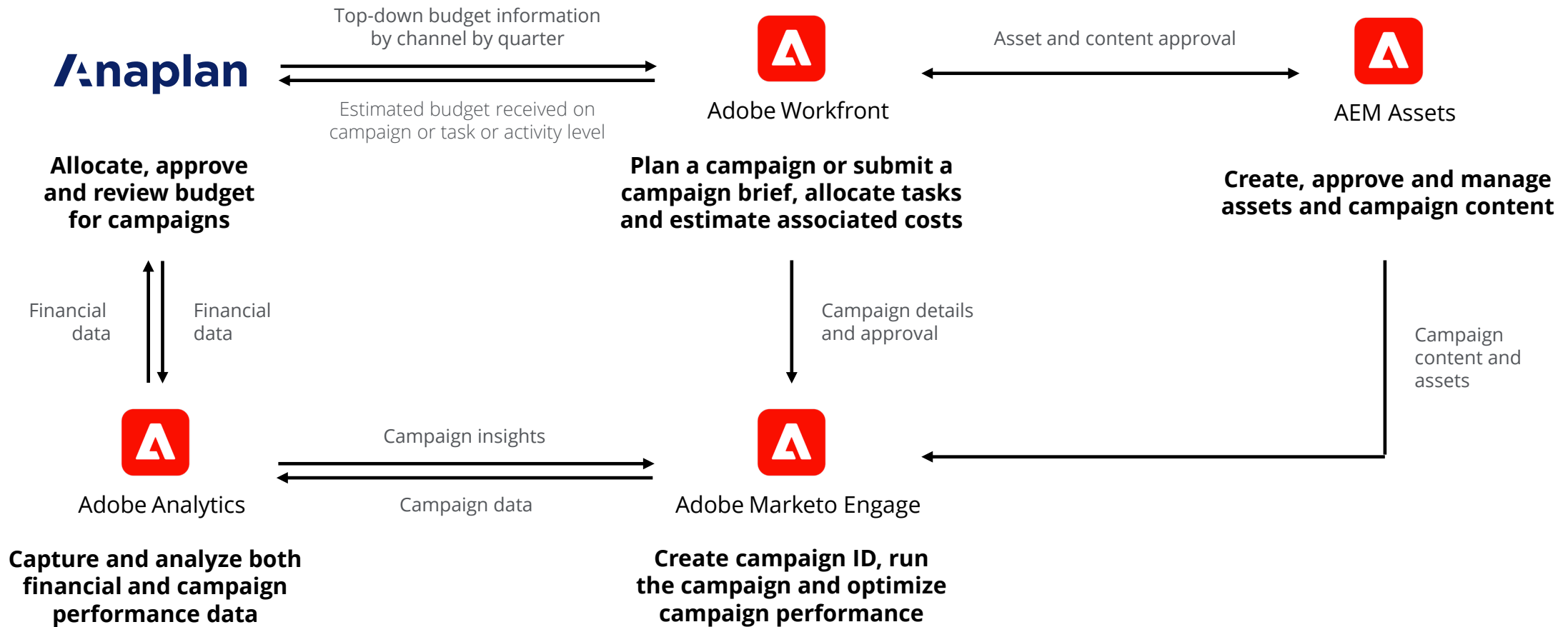
CLM closes the loop between investment and execution, plans and outcome as well as people and strategy.

Keeping CMO and CFO in the loop for increased transparency and efficiency



High-level architecture design

Deloitte's Closed-Loop Marketing (CLM) Solution is built with the capabilities of Anaplan's financial planning platform and Adobe's Experience Cloud platform. Adobe Workfront Fusion enables the integration between the two platforms.



Deloitte.

Digital