

# Unleash Your Marketing Superpowers!

Improving Enterprise Marketing Operations  
to Drive Your Performance



BrandMaker



**BrandMaker  
gives enterprise  
marketers the visibility  
and control to optimize  
their marketing operations  
around the world.**

**That's why Forrester  
named us as a leader in  
Marketing Resource  
Management.**

# What We Do

BrandMaker has increased the operational efficiency, marketplace impact, and financial contribution of many of the world's most successful marketers.

BrandMaker provides CMOs and their teams with real-time control of global and local budget allocation and spend.



We help enterprise marketing leaders get on top of the five key elements of their marketing operations - their budgets, campaign planning, content development, brand management, and performance reporting. In working with enterprise leaders for more than a decade, BrandMaker has increased their effectiveness in each operational area, giving them the ability to see and respond to market changes with unprecedented agility.

# Our Contribution

BrandMaker gives senior marketers the clarity, control, and connection to run their marketing operations more effectively and efficiently. With your operations running smoothly, our goal is to let you focus on creating better marketing that delivers bigger business impact.

Your superpowers will really shine when all five aspects of your marketing operations – budgeting, content management, campaign planning, brand management, and performance optimization – are integrated and working together.

That's because BrandMaker makes it easier for you to see what's going on in real time, to make changes as needed on the fly to optimize performance, and to get your teams on the same page and in the same workflow wherever they are in the world.

We understand that your martech stack and operating environment are particular to you. That's why our native integrations, APIs, and modular approach let us quickly fit into your infrastructure instead of the other way around.

What's more, we can start the process wherever you need it first. You can start with one solution and build from there.

## BrandMaker contributes these five strengths to enterprise marketing operations

- 1 Built for the Complexity of Global Management
- 2 Enterprise-Proven
- 3 Unprecedented Integrated Visibility
- 4 End-to-End Marketing Accountability
- 5 Capability for Optimal Impact

## Our Mission

**We equip the marketing  
leaders of the world's  
largest companies to  
be the business-building  
powerhouses they need  
and want to be.**

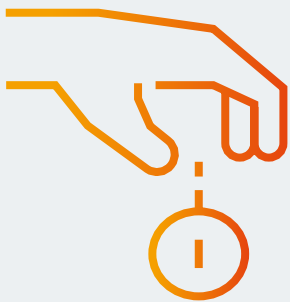


Quick Facts

# Global vision, European roots, US focus

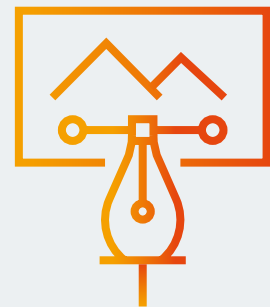


**300,000+**  
active users



**\$20B**  
in marketing spend

**300+**  
client companies



**50M**  
assets

# Our Heroes

BrandMaker is trusted by senior marketers at more than 300 leading companies around the world. We support over 300,000 active users in 86 countries.

Having gained valuable lessons working with global clients based in Europe and around the world, BrandMaker is focusing on continuing to build its presence with global marketers in the US.

## Together we are responsible for over 2 million assets and \$20B in marketing spend, including...

20 leading banks including UBS and Deutsche Bank

20 leading manufacturers including Zeiss and TMD Friction

10 leading automotive companies including Porsche and Daimler

10 leading life science companies including VWR International and Bayer



# Our Relationships

Marketers are sometimes surprised to realize just how established BrandMaker is, with hundreds of global clients on nearly every continent. But that just reflects our style to focus on promoting our clients more than ourselves.

It's not surprising, then, that BrandMaker clients give us a 4.5 (of 5.0) satisfaction rating according to Capterra far ahead of the client experience of other systems.

"BrandMaker has given us an essential window into the operation of our marketing department, to manage our workflow and understand how to improve. Transparency and consistency are the two biggest benefits we've received."



**Jacqui Gilchrist**  
Senior Director,  
Americas Marketing ProQuest

"BrandMaker has enabled us to speak with one voice have one source of truth and do much much more with the budget we have."



**Vicki Frost,**  
Strategic Content & Campaigns  
Director, Vertiv

# Our Reputation

BrandMaker's capability is particularly compelling for senior marketing directors such as the CMO, head of digital marketing, and head of marketing operations. Nonetheless, our scope and depth delivers visibility and efficiency throughout the marketing department.

Customer Service is a matter close to our heart with the highest priority at BrandMaker. That is why our clients stay with us more than 5 years on average. Accordingly, Forrester and Gartner recognize BrandMaker as a leader in providing Marketing Resource Management (MRM) solutions.





## Our Journey

With offices in the US, UK, and Germany, BrandMaker is a fast-growing firm with over a decade of global enterprise experience and over 170 enthusiastic employees.

Having seen first-hand the frustrations of marketers responsible for running global operations, Mirko Holzer founded BrandMaker with Sven Schäfer in 2008 to tame the complexity of enterprise marketing management. With our European roots, equipping companies to work across silos, cultures, and borders comes naturally to us. Integration and agile collaboration is in our DNA.

# Unleash Your Marketing Superpowers!

Contact us today.

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