

BrandMaker Solution Series

Budget Planning & Management

How CMOs and their teams gain real-time control over their global and local budget allocation and spend



BrandMaker

Overview of BrandMaker for Budget Planning & Management

Marketing today must be seen as a revenue center. CMOs and their teams must approach marketing planning and management from a financial perspective. Accordingly, marketing budgeting should be run by marketers for marketers, and in a way that equips them for business discussions with the CFO and CEO.

That's why BrandMaker designed a budget planning and management solution that lets you see your allocated, committed, actual and remaining budgets in real time at the local, regional, and global level.

For the first time, you will be able to optimize ROI by shifting budgets to the best-performing markets and activities based on real-time data.

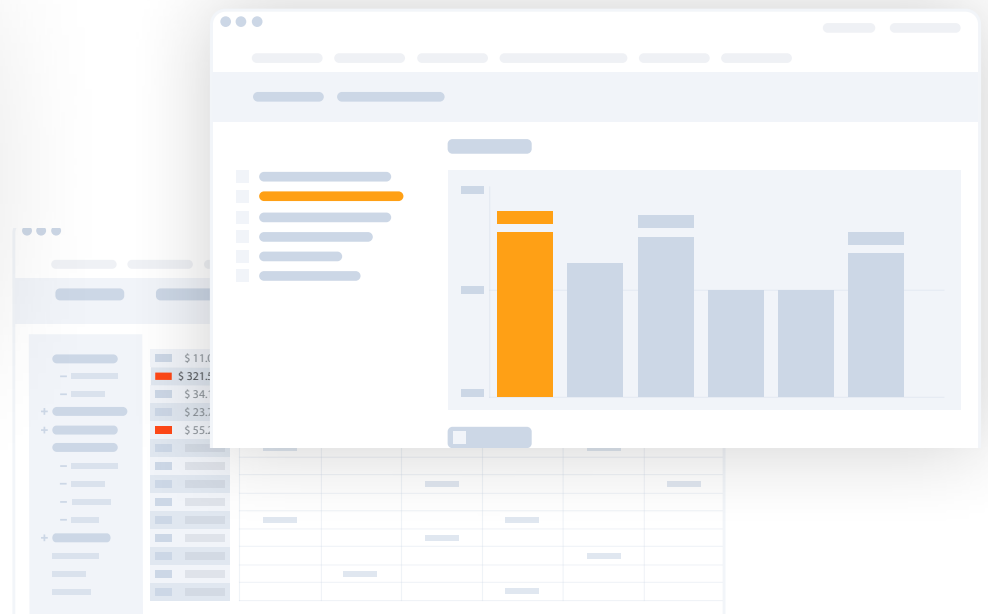
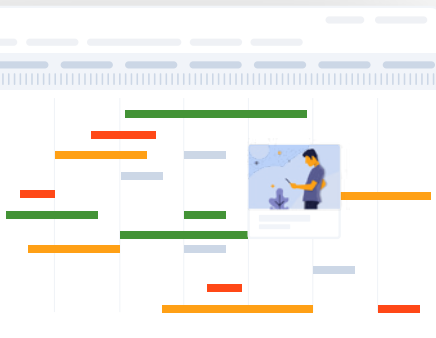
That's not a dream. It's what you're in marketing to do.

Our solution is based on the following BrandMaker products

Marketing
Planner

Workflow
Manager

BrandMaker
Fusion



BrandMaker Helps You Unleash Your Marketing Superpowers...

...by maximizing revenue accountability

Marketing is increasingly expected to know and deliver ROI in all its activities, requiring extensive metrics that are integrated and incontrovertible. It also requires systems to be able to translate from content development, to exposure, to response, to financial performance. It also requires sophisticated 'what-if' modeling that lets marketers compare and select strategic directions.

...by increasing agility

Marketing's clients like to imagine "marketing-in-a-box" ready to go to address market opportunities. Thus, marketing must become increasingly agile, which for a global organization requires a central system that delivers the real time analytics that allow marketing to allocate budget most effectively for the greatest return.

...by increasing budget visibility.

The success of budget management rises and falls with visibility into real-time numbers. Where we are exactly, at this moment in time, is essential to maximizing effectiveness and is the basis for effective budget planning.

What You Gain

In a world where ERP systems force an accounting perspective on marketing, BrandMaker gives marketers the tools to manage their budget from a marketing viewpoint. BrandMaker gives CMOs and their teams new-found agility with real-time visibility into, and control over the marketing budget.

- Marketing has the agility to allocate its budget for greater impact because the team now has the ability to know what has been spent, what is remaining, and how the campaigns have performed globally, regionally, and locally.
- More than ever before, marketing can represent its expenditures and opportunities to the finance and sales teams.
- Global marketing management is more agile with real-time visibility into local expenditures up to the regional and global levels.
- Marketers can now see budget and content as two sides of the same coin, with the ability to connect the performance of creative work to financial planned activities.

What You Can Do

With BrandMaker you can:

- Optimize ROI by shifting budgets to best performing activities based on real-time data
- Have all marketing budget information at your fingertips 24/7
- Get a big picture view as well as drill down into the plan for the level of detail you need
- See planned, allocated, committed, actual, and remaining budgets
- Manage multi-currency campaigns easily
- Review by fiscal year or any time frame you need
- Attach invoices & estimates to have all info together in one place
- Filter, slice, and dice for the overviews you need and select the desired output format.

Our Customers

These companies rely on BrandMaker for marketing resource management.

In fact, BrandMaker is trusted by more than 300 companies and over 300,000 users around the world who are responsible for over 2 million pieces of content 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



What Clients Say

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



Impact You Can Have

BrandMaker Can Deliver

up to

13%

increased
productivity/capacity



up to

2.5%

increase in profit margin
due to better allocation

We Will Help You Reach Your KPI Goals!

Why we are here

BrandMaker gives global enterprise management the ability to run their internal marketing operations more effectively so their external marketing can have bigger business impact. Our mission is to equip the marketing leaders of the world's largest companies to be the business-building powerhouses they need and want to be.



About BrandMaker



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.

BrandMaker was founded 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. Integration and agile collaboration are in our DNA.

The BrandMaker Solution Framework



How we work

BrandMaker is particularly helpful for senior marketing directors such as the CMO, head of digital marketing, and head of marketing operations.

Our scope and depth deliver 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.

Unleash Your Marketing Superpowers!

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