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BRANDMAKER CITED AS A LEADER IN MARKETING RESOURCE MANAGEMENT REPORT 2020 BY INDEPENDENT RESEARCH FIRM

ATLANTA, March 24 2020: [BrandMaker](#), the leading innovator in Marketing Resource Management (MRM) solutions, today announced it has been recognized as a Leader in [The Forrester Wave™ Marketing Resource Management, Q1 2020 report](#) by Forrester Research, Inc.

According to the BrandMaker vendor profile in the Forrester evaluation, “BrandMaker delivers a suite for marketers’ needs today, with an eye on being agile. It understands marketers’ realities of ad hoc, Excel-based marketing management and has built an intuitive, flexible platform in response in order to encourage and support more Agile methodologies. With help from third-party integration platforms, BrandMaker connects with thousands of tools to fit itself neatly into the way marketers work today.”

BrandMaker received the highest scores possible in the following criteria:

- Marketing Performance Management
- User experience
- Performance (Strategy)
- Product Vision

“Agility is essential in these turbulent times. Rarely can we forecast demand, but we must always respond promptly,” said Mirko Holzer, CEO of BrandMaker. “BrandMaker safeguards global marketing organizations from chaos, with flexible management of budgets and campaigns, as well as the tools to optimize collaboration and speed up content creation. We are delighted to be recognized as a leader in our category in the Forrester Wave Q1 2020 evaluation.”

The marketing world has become complex and the demands on marketing teams have grown enormously. Today, marketers have 12 times as many agencies to manage and are expected to execute six times as many projects in just 15% of the time. All the while, delivery cycles are shorter, and budgets are tighter.

BrandMaker is leading the category in next generation Marketing Resource Management platforms to provide the insight, collaboration and transparency that global marketing



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organizations need to aid campaign planning, to continually track performance and budget exposure, and to provide the agility needed to adjust with ease to a changing market landscape and to re-calibrate pipeline creation strategies when needed.

About BrandMaker

BrandMaker is the leading software provider for effective Marketing Resource Management (MRM). BrandMaker gives enterprise marketers the visibility and control to optimize their marketing operations. The enterprise-level MRM solution turns marketing into a business-building powerhouse by letting marketing leaders get on top of their budgets, people workflows, campaigns, and marketplace performance. BrandMaker is made to tame the complexity of multinational marketing. With our European roots, equipping companies to work across borders, cultures, and silos comes naturally to us. Accordingly, independent research firms recognize BrandMaker as a leader in MRM. More than 300 leading companies including Bayer, Daimler and Avantor trust in our solutions to increase their effectiveness in marketing planning and execution.

www.brandmaker.com

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