

BrandMaker Solution Series

# Performance Measurement & Optimization

How leading marketers gain the visibility to make data-driven decisions and demonstrate impact



BrandMaker

# Overview of BrandMaker for Performance Measurement & Optimization

Marketers today realize they don't just "do" marketing – they must demonstrate the impact of marketing on the business – and with business metrics, not just "vanity" marketing data.

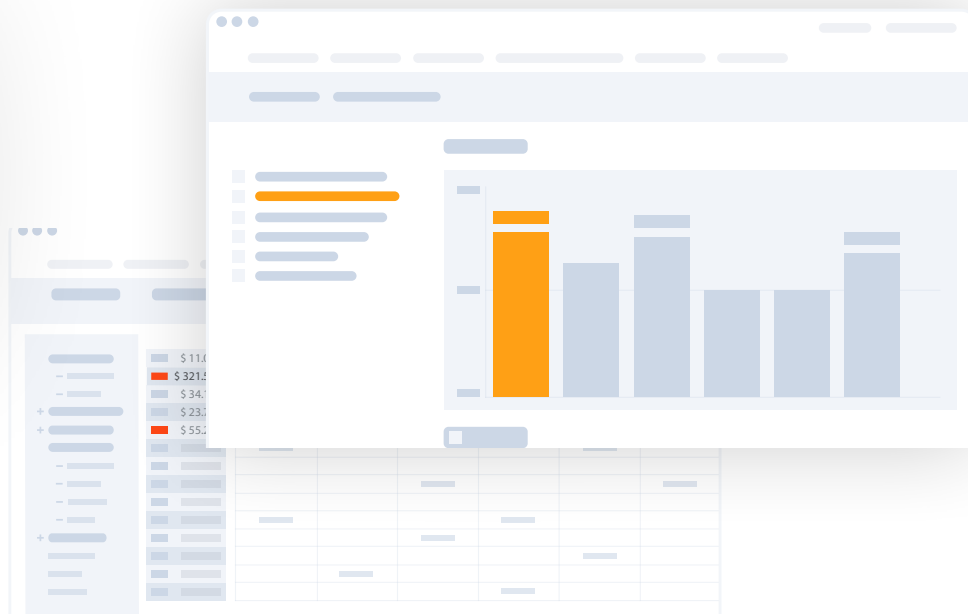
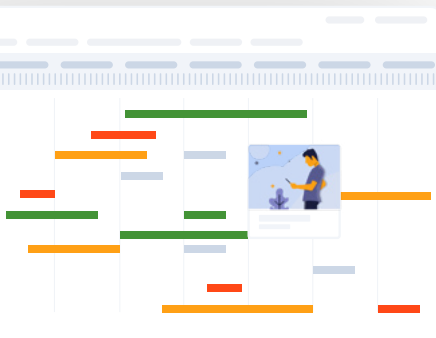
This is easier said than done, especially for companies with extensive product portfolios, numerous audience segments, multiple geographies, and dynamic markets. And marketing leaders themselves need to have a clear picture of what is happening in the marketplace to be able to deliver those superior results. No wonder marketing leadership can be such a demanding role.

That's why BrandMaker designed a performance measurement and optimization solution that gives you the visibility, agility, and reporting ability to demonstrate your impact.

For the first time, you will be able to report "one version of the truth" without needing a team of analysts to pull and reconcile numbers for a week.

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

**Our solution is based on the following BrandMaker products**



# BrandMaker Helps You Unleash Your Marketing Superpowers...

**...by  
demonstrating  
marketing's  
contribution**

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 delivering  
real-time  
visibility of  
marketing  
performance**

For visibility to be effective it must collect and integrate data from elements of your marketing stack that do not currently communicate, and it must present the integrated data as trusted information ("one version of the truth") that enables comprehension.

**...by optimizing  
marketing  
performance**

Visibility into marketing performance creates the opportunity for continuous improvement, by providing the real-time metrics and analytics that point the way to improvement. Continuous improvement, in turn, will amplify both marketing results and the customer's experience.

# What You Gain

Decisions can be crisper and external reporting can be more compelling with customized dashboards, great graphical presentation, and most importantly – one source of truth based on data consolidated from all sources.

- In addition, marketers can increase their team productivity and even their overall profit margin by evaluating campaign performance and being able to optimize it in real-time.
- As a result, marketing leadership can demonstrate their contribution to company success with greater clarity and potentially better results.

# What You Can Do

With BrandMaker you can:

- Clearly represent the success of your campaigns and the ROI of your marketing without weeks of hair-pulling frustration and needing to reconcile multiple conflicting reports
- Build customized dashboards with only the performance metrics that matter most to you, using graphical and tabular reports with just a click of a mouse
- Define your performance metrics using the KPI view and be crystal clear on how success is defined and measured
- Create a single source of truth with all data centralized in one location regardless of the source so all stakeholders analyze the same plan simultaneously
- Make your objectives measurable and share target numbers with the team by adding structure, simplicity, and quality to your planning process
- Set up your marketing goals with the granularity you require such as campaigns, programs, regions, or even brands or product groups.

# 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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