



Product Factsheet

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REPORTING CENTER

www.BrandMaker.com



Scale Marketing

Master Content and Budget

BrandMaker provides an all-in-one marketing software to efficiently run your marketing operations. The Marketing Efficiency Cloud is a modular solution suite which is designed to manage the entire marketing process : from planning and budgeting to creation and development, asset management through to advertising material production as well as logistics. Analytics closes the loop: BrandMaker offers all you need to monitor and improve marketing performance, from high-level ROI dashboards to detailed conversion reports.

Provide your marketing teams with a centralized workspace to plan campaigns, create content and empower channel partners: BrandMaker is the central place to orchestrate all your marketing activities.

Reporting Center

Reporting Center is a central tool for reporting and analytics. It consolidates key numbers and statistics from the other BrandMaker modules, combines it with external data sources where required, and displays key insights in customizable dashboards. In addition to customer-specific reports, free standard reports on modules and user statistics are also available.

MONITOR AND ANALYZE

Gain a clear overview

BrandMaker Reporting Center is your cockpit for successful brand management. Fully configurable analytical overviews offer a 360-degree view of all key performance indicators (KPIs) and marketing activities.

Data evaluation from different sources

Reporting Center combines data from a variety of different sources together to provide you with a clear overview of your information. Evaluate data from external platforms or analyze the entire database of the BrandMaker solution.

Real-time performance feedback

Improve your decision-making and check the results of your campaigns and activities through instantly synchronized data. Search for trends and golden data nuggets and benefit from in-depth insights into your marketing performance.

Keep monitoring easy and intuitive

Keep monitoring simple with customized dashboards which suit your needs exactly. Via drag and drop users can easily create dashboards, for instance to compare multiple reports side by side.



REPORT

Easily justify your marketing spend

With Reporting Center you can easily provide marketing managers and executives alike with valuable in-depth information about your marketing performance. Have solid proof that your marketing generates value and easily justify your expenses.

Customized reports

Create a whole range of different reports, including list-based reports, a variety of different charts and even more complex, multi-page assessments. Generated reports can be downloaded in all common formats.

Automate your report processes

Once new data becomes available, reports are generated immediately, allowing your teams to always access and share the latest information. Enable complete automation of the distribution and share reports at pre-defined intervals via e-mail.

Outstanding presentation

To guarantee an optically appealing presentation of the information, the integrated report designer ensures the output of only CI-compliant reports. Strengthen your corporate identity and even reuse reports in marketing materials without any problems.

