

## MARKETING RESOURCE MANAGEMENT (MRM)

Managing your marketing resources can be tricky. Planning and optimizing marketing spend to maximize return on investment requires leveraging insights from multiple data sources to tailor and track campaigns, drawing from historical data to accurately predict future revenue. Juggling budget allocations, planned expenses, commitments, and actual costs across different departments and product lines requires careful attention to detail, and a sophisticated planning platform. **Theory can only take us so far. To truly optimize your planning, you need a connected MRM solution, built off robust and connected data.**

### THE KEYRUS SOLUTION

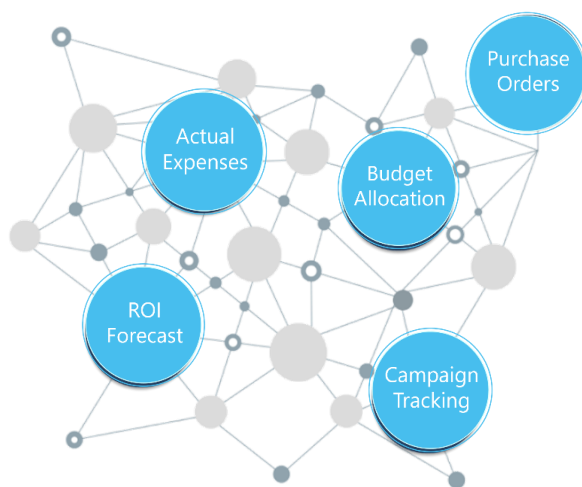
The Keyrus MRM solution utilizes a connected platform to seamlessly integrate marketing spend from procurement and ERP systems (Oracle, SAP, etc.) with leads generated and closed through CRM tools (Salesforce) in real time. This integration eliminates manual effort and facilitates efficient reconciliation across disparate tools. With access to real-time data on leads and investment costs, users can visualize ROI across various parameters such as geographies, demographics, and timeframes, streamlining data aggregation.

Our solution starts and ends with detailed ROI reviews, enabling a clear understanding of past performance to inform budget allocations for future campaigns, thereby reducing spending on ineffective initiatives and redirecting resources towards the highest return investments. Over time, the accumulation of historical data enhances decision-making capabilities and operational efficiency, resulting in continuous improvement in marketing strategies and outcomes.

### WHERE'S THE DATA?

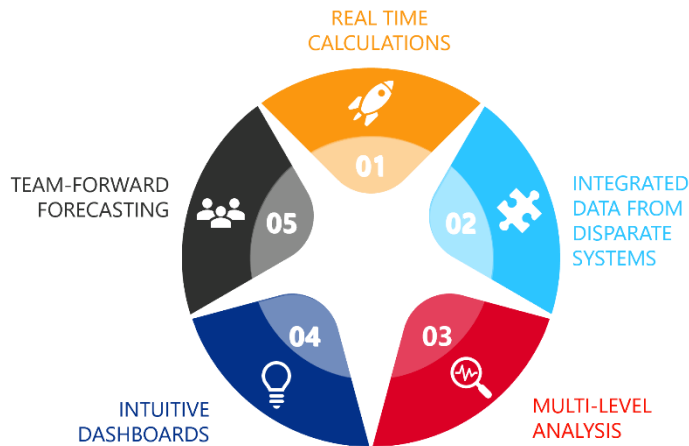
In MRM, data management is complex. Information for campaign tracking, such as budget allocations, purchase orders, and actual expenses, often varies by region due to differing regulations and procedures. This decentralized approach can result in a reliance on disparate tools like spreadsheets or disconnected third-party tools, which makes it difficult to swiftly gather and verify data, increasing the potential for reporting inaccuracies, forecasting errors, and ultimately lost revenue.

Instead of letting campaign allocations spiral out of control, consider transitioning to an integrated, centralized solution, which provides real-time data access and eliminates the need for manual aggregation and reconciliation of data. Our scalable, agile platform for connected planning enhances insight into portfolio analyses, empowering teams to accelerate strategic decision-making and manage enterprise-level marketing planning efficiently.



## MARKETING RESOURCE MANAGEMENT

The Keyrus MRM solution delivers speed-of-thought analytics for business users across your enterprise.



- + Utilize real-time calculations to swiftly analyze actual marketing expenses, predict future campaign costs, reconcile expenditures with budget allocations, and adjust forecasts as needed.
- + Integrate data, including campaign details, budget allocations, and expenses, to offer a comprehensive view of marketing activities, with the option for detailed analysis at the individual transaction level.
- + Utilize top-down budget allocation to set a top-level marketing budget, allocating it across regions, products, channels, and hierarchies, with insight into revenue targets. Bottom-up campaign planning organizes actual marketing activities, defining spend at each level and monitoring allocations through the campaign hierarchy.
- + Team forward forecasting enables real-time collaboration, encourages teamwork, and increased engagement in the forecasting process.
- + Present intuitive dashboards and analytical reports to review both current and projected marketing campaign metrics, make modifications to POs and invoices, and refine financial projections based on changes in forecast or allocation assumptions.

### KEY WINS

- Streamline administrative tasks by consolidating planning, forecasting, and optimization functions.
- Optimize marketing resources by allocating them towards activities with the highest potential ROI.
- Offer insights that synchronize corporate goals with sales strategies.
- Showcase marketing's contribution to the bottom line by illustrating the revenue impact of each marketing initiative.
- Assess how adjustments in marketing performance metrics influence revenue projections.
- Scenario planning capabilities that support multiple versions of campaign budget, using prior costs, historical ROIs.
- Intuitive user experience for all parties, from business analysts to executives.
- Data mapping and load capabilities from one or more financial and/or operational sources.
- A scalable, flexible solution to handle organizational growth and future business needs across the enterprise.

### GET STARTED NOW

Contact us to learn more or receive a demo of this solution

[epm@keyrus.com](mailto:epm@keyrus.com)

