

Closed-Loop Marketing

Making your marketing campaigns more connected, more cost-effective and more successful

Transparency is the key to successful collaboration between marketing and finance. However, with each department working toward different priorities and performance ratios, cooperation can be a challenge. We have relatively quick and easy methods of measuring the success of sales and other teams, but the same cannot be

said for marketing performance, with many different activities on the go, a much longer time horizon and, in many cases, no proven methods to measure actual impact.

To succeed today, we have to make sure all the different roles, processes and platforms involved in marketing are closely aligned.¹

Disconnected data, disparate business processes and technologies, and a lack of robust analytics make it harder for CMOs to market effectively, grow revenue, meet compliance standards and optimize budgets. ➔

¹ <https://www.empowersuite.com/en/blog/sales-and-marketing-alignment>

Running campaigns for multiple products and services in different markets can be a daunting task – especially when you are unable to link or automate the planning, execution and monitoring processes. Isolated IT tools and manual work steps keep you from managing budgets with the necessary transparency and reducing overall time-to-market. As a result, companies cannot plan, execute and measure marketing programs efficiently and track performance (ROI), which in turn prevents them from getting costs under control and making campaigns more effective.

The misalignment of a company's key teams is often the main reason why annual revenue stagnates or declines. And with everyone setting their own strategies

and goals, it can prove challenging to link marketing spending to the respective marketing activities.² There also tends to be a disconnect between top-down planning and bottom-up execution, which inevitably leads to a mismatch between investment and operations.

According to Deloitte's recent Global Marketing Trends 2022 study, one thing sets the world's fastest-growing companies apart: they treat financial analytics and marketing performance optimization as a team effort.³ A strong relationship between the CMO and the CFO can help drive business performance, gain more control and transparency over marketing programs and eliminate budget planning issues. Connected marketing based on the seam-

less integration of teams, data, processes, technologies and analytics enables companies to double their speed-to-market and optimize marketing performance with up to 45% more revenue and up to 25% higher marketing ROI. Prioritizing cooperation between the sales and marketing teams can even increase brand awareness and top-line revenue.⁴

So, the crucial question is: How can we strengthen the alliance between marketing and finance and reap the benefits that come with a joint approach?



²<https://hbr.org/2018/06/when-sales-and-marketing-arent-aligned-both-suffer>

³<https://www2.deloitte.com/de/de/blog/executive-and-board-briefings/2022/dreamteam-cfo-und-cmo.html>

⁴<https://www.superoffice.com/blog/sales-marketing-alignment/>

Unique combination of business & marketing software

To bring CMOs and CFOs closer together, Deloitte has created a single-source solution called Closed-Loop Marketing (CLM) that combines Anaplan and Adobe Experience Cloud for seamless financial management and marketing. CLM integrates planning, budgeting, spending, campaign management and performance to make marketing more cost-effective.

Incorporating the leading practices in marketing resource management, Deloitte’s CLM solution empowers companies to manage resources centrally and integrate people, budgets, assets and workflows across the enterprise. The combination of Anaplan and Adobe cloud platforms creates an agile closed-loop process (cf. Figure 1) to improve marketing output as well as end-to-end cost

performance, while keeping both the CMO and CFO in the loop at each step of the process.

Within CLM, we use the Anaplan planning platform for top-down budgeting, which allows companies to optimize planning and allocate budget across regions, markets and brands as well as channels and segments, and to manage multiple financial scenarios.

Anaplan also supports bottom-up spend management by planning and tracking budgets across marketing campaigns with centralized bid, approval and invoicing processes.

To complement Anaplan’s planning tools, Adobe Experience Cloud applications help execute and measure the marketing campaigns planned in Anaplan.

Adobe Workfront manages work from a single centralized hub, optimizes resource allocation and coordinates cooperation across departments and teams. This way, specialists in various disciplines can work hand in hand. While Adobe Workfront is more for creating campaign briefs and tasks or calculating estimated campaign costs, Anaplan keeps estimated costs within the planned budget using an integrated approval workflow between the two platforms.

Once a campaign is approved, the marketing operations team can move on to the preparation and execution phases. Adobe Workfront safeguards collaboration during the process, while Adobe Marketo Engage orchestrates an omnichannel campaign with brand assets – both existing and newly produced creatives – centrally managed by AEM Assets.

Fig. 1 – Overview of Anaplan and Adobe features in Deloitte’s CLM Solution



Another integrated approval workflow checks brand compliance before launching and running the campaign in Adobe Marketo Engage. Adobe Analytics evaluates the effectiveness of the campaign and measures its performance across other programs. Linking back to Anaplan, Adobe Analytics helps both the CMO and the CFO better understand campaign outcomes, compare budget and spending, and link results to ROI and other central KPIs.

And with that, CLM closes the loop by allowing CMOs and CFOs to coordinate their activities in a faster, more informed way. It delivers real-time financial details and 360-degree customer insights in a single solution, bringing all of the critical roles within the process – marketing strategy, planning and execution – into seamless alignment when it comes to targets, spending and campaigns.



Great success with a multinational technology company

We helped the new leadership team of one of our multinational tech clients understand why their marketing investment returns were sub-optimal. What they wanted was a custom overview of the omnichannel landscape and a role-specific solution to empower marketing, agency relations and finance users to increase transparency and efficacy. Deloitte reimaged the end-to-end marketing processes and rolled out an integrated company-wide platform that combines Anaplan and Adobe Experience Cloud to budget, execute and track initiatives across regions, channels and campaigns. Thanks to our Closed-Loop Marketing approach, the platform uses automated approval and campaign management tools to align budget to spend in real time and increase speed-to-market while still reducing costs.

Clear benefits through integration

One clear benefit of CLM is breaking down operational silos by integrating financial planning and controlling into the automated marketing functions. Companies have greater transparency and control over marketing initiatives and spend as a result. Marketing teams have access to the latest data, content and approved assets, and can improve their collaboration with sales, finance and procurement as well as agencies and other key business partners.

This leads to better marketing outcomes and a higher ROI by up to 20 to 25%. With improved visibility into marketing data and results, it is also much easier to make real-time adjustments and reduce the likelihood of missed opportunities.

Fostering transparency and mutual understanding also empowers CMOs and CFOs to react in a faster, more informed and more strategic way, increasing agility and speed-to-market by 20 to 30%.

Implementing CLM completely overhauls cross-departmental workflows by eliminating the deep-seated silo mentality within many enterprises. Although today's business leaders recognize that technology solutions such as CLM fundamentally drive growth, the majority are hesitant to embrace adoption because it can be difficult to identify clear benefits.⁵ CLM has addressed this ambiguity and empowers business leaders to define and track various KPIs from a central platform. The overview provided by CLM enables users in various roles to support each other and make concrete improvements in both performance and revenue. In the digitally noisy world of today, companies can reap huge benefits from tech investments aimed at leveraging transparency and driving automation, and CLM has the features you need to make that happen.

⁵ <https://deloitte.wsj.com/articles/unlocking-technology-value-01661796349>

Contacts

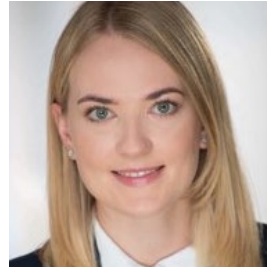


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