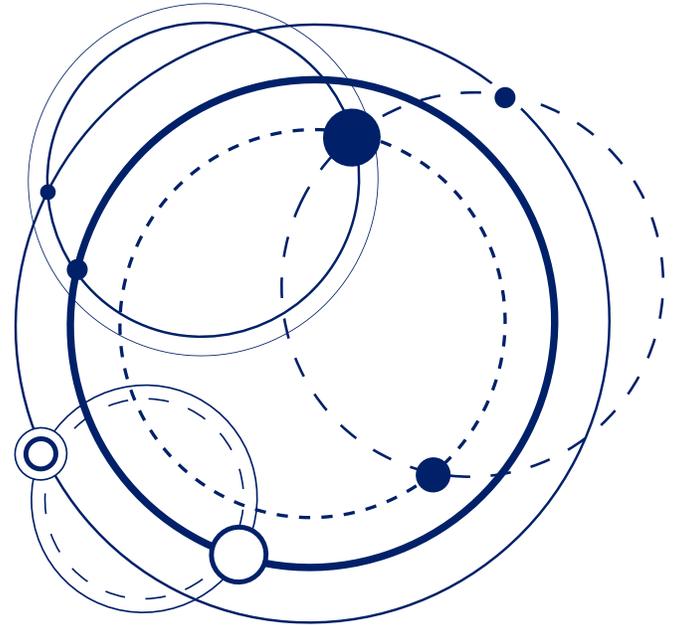


Marketing Planning, powered by Anaplan

Transform how your organization makes strategic and operational marketing decisions with Deloitte's Marketing Planning Solution



It's time for a new approach

Many organizations continue to struggle to efficiently integrate marketing planning with sales and finance. Marketing groups across the globe are challenged to consistently deliver high quality and high propensity leads to their sales teams—yet they feel they lack the necessary tools to do so. CMOs may invest in marketing clouds and campaign execution platforms, but not in the planning and governance that's foundational to a closed loop marketing process.

68% of marketing leaders report they focus on the present vs. preparing for the future*

9% growth in marketing budgets expected over the next year*

The issues that marketing organizations are facing today include inconsistent lead quality, loss in workforce productivity, budgets that are disconnected from performance, and the inability to track spend, potentially leading to “rush to spend” and missed opportunities. These issues are often created by the following business challenges:

-  High operational cost, driven by marketing operational inefficiency and lack of compliance
-  Slow response to the market, driven by the lack of a holistic and data-driven view of spend
-  Lack of contextual relevance across the E2E customer journey
-  Marketing plans not fully aligned with corporate strategies

Deloitte's Marketing Planning Solution

Deloitte's Marketing Planning solution, powered by Anaplan, brings together closed loop financial planning with advanced marketing performance optimization tools to transform the way decisions are made throughout an organization.

The ability to accurately plan is foundational to managing disruptions and delivering exceptional customer experiences. Deloitte's Marketing Planning solution enables data-driven, personalized experiences for customers throughout the customer journey and addresses key marketing challenges through the following:

-  **Marketing Budgeting**
Make accurate spend allocations for campaigns and activities with workflows, approval processes, and budget releases to enable informed and faster marketing execution
-  **Marketing Planning**
Planning interlock across sales, finance, and marketing to build feedback loops including capacity planning, enabling to budget efficiencies and non-working dollar optimization
-  **Campaign Orchestration**
Connected collaborative environment that enables marketing planning to connect to campaign execution to create, deploy, and then analyze campaigns across multiple channels to build a powerful customer experience
-  **Marketing Insights**
Consistent measurement framework, automated monitoring and accountability, optimization, and operational metrics; help reduce rush to spend and financial surprises
-  **Marketing Performance Management**
Track spend, identify poor performers, and report leading indicators of revenue and customer success to find the balance between marketing cost and marketing effectiveness

* "The CMO Survey: Fall 2019 report," Deloitte Consulting LLP, 2019

Deloitte's marketing planning solution capabilities

Deloitte's Marketing Planning solution is powered by the cloud-based platform Anaplan (see "Connected planning solutions") and embedded in the solution is Deloitte's Marketing Planning methodology, which brings leading marketing planning practices and pre-configured connection points to campaign execution, asset management, and customer experience delivery to help transform marketing planning capabilities and unlock value through:



Planning for planners

Replace non-collaborative, siloed, and static spreadsheets with a flexible, dynamic, and non-IT dependent solution. A well thought-out orchestration process enables marketing to strategically execute personalized, relevant, and timely interactions.



Enabled for B2B, B2C, and Channel

Solution serves planning for B2B, B2C, B2B2C and partner co-marketing and MDF to scale and develop new ways to target each customer/buyer set.



Real-Time Interaction

Dynamically plan marketing activities and maximize performance with speed and impact. With a real-time view into plans and performance, organizations can quickly tweak channels and programs to enhance the bottom line, and respond to competitive threats.



Compliance and Approvals

Help improve marketing speed and reach without losing time and money to non-compliance. Enhance and comply with alliance and co-marketing programs with approvals on targets (top-down), account and brand plans (bottom-up), and linkages to confirm co-marketing guidelines are met.



Multi-Faceted Systems Integration

Streamline integration between marketing planning and digital asset management solutions, finance planning, CRM, campaign execution tools, and third-party reporting and analytics programs to power a connected customer experience.



Closed-Loop Feedback

Track metrics shared with finance and sales, including pipeline, revenue, acquisition cost, and retention, creating a closed feedback loop that helps deliver better outcomes, ties investments to outputs, and enables for continuous iteration and improvement.

A leader in digital marketing transformation

Not only have we been Anaplan's Global Partner of the Year for the past six years, but we also have a tremendous depth and breadth of cross-industry experience with leading marketing solutions. Deloitte has helped clients in various industries reimagine and redesign their customer experience, from marketing strategy and brand innovation to digital MarTech solutions and operating model design. The range of specialization and experience in our marketing transformation practice enables us to bring an end-to-end view, coupled with our alliances and experience in sales planning, finance planning, and workforce planning, that can help transform the way marketers do work.

Connected planning solutions

Anaplan's cloud-based platform is designed to connect you with data, people, plans, and your network to enable better-informed decisions and drive faster, more responsive planning. You can increase your company's profitability by collaborating in real-time on plans across your extended networks. Anaplan for Marketing enables you to predict and optimize the impacts of marketing activity on sales revenue so marketers can plan campaign spending and assign resources that move the bottom line the most. Connect your campaign management and lead generation modules with Anaplan to plan efficient, customer-centric digital marketing initiatives. With the Anaplan platform, you can define and track campaign success and instantly calculate predicted revenue from performance metrics like funnel conversion rates, deal size, and resource allocation.

Start the conversation

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