

Allocadia Budget Management and Strategic Planning Platform

Transform the way you manage marketing plans, budgets, and measure impact



The era of agile marketing planning and investing is now. Say good-bye to multiple spreadsheets, disparate data sets, and misaligned marketing plans. With Allocadia, you can create, monitor, and optimize your marketing plans and spend more easily, accurately, and efficiently, to drive better performance.

“A great way to align marketing teams is through budgets. One of the areas we are prioritizing is Allocadia — we had it at RedHat and it transformed marketing in a way that was gigantic... it’s a game changer.”

– Anton van Deth, CMO, Aptio

Simplify your budgeting and planning process

Our all-in-one platform provides full visibility into your marketing spend including actuals, forecast, and available budget, empowering you to make changes on the fly with an agile marketing plan and budget.

Power better decision-making with performance insights

Ensure investments go to the “right” programs which align with corporate strategy, and connect spend patterns to performance data. Allocadia helps you finally measure the “I” in ROI accurately.

Receive a centralized view of all plans and budgets

Allocadia provides multiple dimensions of investment data that can be sorted by region, objective, activity type, stage in the customer buyer journey, and more. Drive cross-functional collaboration and improve transparency across teams including finance.

Save time with automated reporting

Allocadia takes the manual work out of reporting with automated, customizable reports that can be scheduled and shared with your colleagues, executives, and most importantly your finance team.

Align marketing plans with corporate goals

Our platform enables your global team to plan and track against key corporate goals and KPIs, and quickly assess progress with colour-coded status indicators.

Seamlessly connects to your marketing, analytics and finance systems

With Allocadia’s bi-lateral API integrations into finance, project management, CRM, ERP, MAP, content marketing, digital ads platforms, BI tools, and more, you can better understand the full impact of your marketing efforts.

Seamlessly integrates with your existing technology to enable automated data flows



Allocadia's top-ranked customer support ensures your team's success

To help you get even better results, our team of experts will provide regular support and consultation which includes:

- Configuration services
- Live training sessions for end users
- Regular "Expert Hours" sessions
- A self-serve knowledge base
- Executive reviews, and
- A-la-carte assistance

Allocadia received a perfect score on support services in [The Forrester Wave™: Marketing Resource Management, Q1 2020](#).

"Allocadia provides best-in-class money management capabilities... Allocadia was founded specifically to help marketers run marketing like a business — from budget planning to ROI and spend optimization."

FORRESTER®

Success Story

Palo Alto Networks used Allocadia's budget management and strategic planning platform to scale quickly when needed, better visualizing what works to ensure greater planning agility.

"We can land our budget within .05% of plan every quarter. We know exactly what we are spending, where and when needed we can reallocate spend to ensure we meet our plan."

– David Cohen, Head of Business Planning, Palo Alto Networks

To arrange for a demo of Allocadia, please contact our sales team at:

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