

5 Reasons to Implement MPM Now

Is your marketing organization experiencing a major reduction in expenses and programs? Do you have full visibility and control of where you're investing your dollars? Can you confidently report on ROI to your executive team?

With our economic situation, it's imperative for marketing teams to regularly review how — and how much — revenue is being generated for the business. So, why haven't businesses changed? Unfortunately, many marketing organizations don't realize what's at stake; which has resulted in budget claw backs, time consuming reconciliations, misalignment to corporate goals and lack of confidence by other departments just to mention a few.

A consolidated view of marketing spend is essential for your organization to drive operational excellence and leverage agile planning practices. Say good-bye to multiple spreadsheets, disparate datasets and misaligned marketing plans.



If B2B marketing measurement represents what a driver sees in a car's rearview mirror, then MPM serves as the headlights and the steering wheel of the car itself that improve both visibility and control for the driver.



Allison Snow
Former Senior Research Analyst
Forrester



With the pandemic, tracking money and what you have planned is imperative, because with the ongoing changes we all have to be much more flexible and adaptable.



Jeremie Audran
VP Marketing Strategy
& Operations, Skillsoft
3X customer of Allocadia

Marketing Performance Management (MPM) delivers these critical benefits to marketers:

1 Increased Flexibility & Efficiency

Say good-bye to multiple spreadsheets, disparate data sets, and misaligned marketing plans. Allocadia's robust MPM platform provides accurate, detailed visibility into what's forecasted, committed, cancelled, and remaining in the overall budget and aligns marketing plans with corporate strategic goals.

This keeps marketing teams flexible to changing market conditions and empowers them to be more effective. Bonus? It reduces costs through smarter budgeting and marketing initiative planning decisions.

With native integrations into finance, project management, CRM, ERP, MAP, BI connections and more, users have a complete view of budget status and can measure impact in a more meaningful way.

2 Drive Greater Business Growth

A McKinsey survey revealed 83 percent of global CEOs rely on marketing as a major driver for most, if not all of a company's growth agenda, yet 23% don't feel their CMO is delivering on that mandate.¹ But, how can you deliver higher growth if ROI isn't measured consistently? Powered with data-driven insights, Allocadia ensures marketing leaders can pinpoint which programs are working to enable greater planning agility and accelerate business growth.

CEOs see marketing as owning the growth agenda

83% saw marketing to be a clear driver of growth

29% do not feel their marketing organization is delivering on the growth agenda

3 Unlock More Saving Opportunities

On average 20% of marketing spend is wasted.² Don't let that be you! With greater visibility into marketing budget status, you can flag opportunities to save, such as rush charges, duplicate payments, uncover and halt spending in areas that are no longer a priority for the business — allowing you to reallocate funds to higher-performing programs. For example, Allocadia enabled Trimble to save 10% of redundant marketing investments. [Read their story.](#)

4 Gain A Competitive Business Advantage

Wish there was an easier way to be more competitive? Create 'what-if' scenarios and visualize the impact on sales revenue, marketing funnel metrics and customer journey behaviour before taking any action. With Allocadia's budget management and strategic planning platform, all budget owners can quickly pivot and respond faster to customer needs with full visibility into marketing spend and performance results.

5 Enhanced Marketing Data Security

No one wants to imagine the worst-case scenario — but you always want to be prepared to meet it. Lost laptops with global budgets or marketing campaign details saved on desktops could cost your enterprise organization if they end up in the wrong hands. A lost laptop suddenly becomes a billion-dollar business problem.

Allocadia takes customer data assets very seriously. Our security, privacy, and resiliency assurance programs are comprehensive, mature, and responsive, and designed to exceed the requirements of our global enterprise customers.

Any three of the above benefits is a convincing business case for implementing MPM. But when you add up all five? It's approaching no-brainer territory — here are a couple more...

Organizations that adopted agile practices are able to trim marketing costs by 10–30%² and are experiencing a 15–25% improvement in marketing effectiveness.³

Built by marketers for marketers

Allocadia is a purpose-built enterprise budget management and strategic planning platform and has over 15,000 marketers that love how easy it is to create, monitor, and optimize plans and spend more accurately and efficiently.

Are you ready for the advantages of MPM? Contact us at sales@allocadia.com to schedule a demo today!

¹ McKinsey & Company, "Marketing's moment is now: The C-Suite partnership to deliver growth," June 2019.

² eMarketer, "Marketers Waste About One-Fourth of Their Budgets: Experimentation and long-term agreements contribute to inefficiencies," March 2018.

³ McKinsey & Company, "Modern marketing: What it is, what it isn't, and how to do it," March 2020.



To enable every marketer on our team to hit their goals and support the company's objectives, we are enabled by Allocadia's software to better manage and optimize our marketing performance. Our partnership with Allocadia has created greater efficiency in our marketing planning and measurement processes.



Emil Adigyozalov
Head of Global Marketing
Planning & Effectiveness
Signify



The number one focus of a successful marketing organization is driving growth. Allocadia has enabled us to ensure marketing investment aligns to campaigns that drive revenue contribution, which in turn has improved marketing's credibility and influence within the company.



Mike Marcellin
SVP and CMO
Juniper Networks



At FireEye, marketing has a very disciplined approach to building a zero-based budget plan, and we are proud to be among the first to lead with this. Allocadia provides the tools we need to enable, measure, and track meaningful conversations that drive business impact companywide.



Vasu Jakal
CMO
FireEye