

Allocadia Budget Management and Strategic Planning Platform

Make data-driven decisions with your marketing investment insights



\$50B or more than half, of collective investments in digital and trade spending is wasted by consumer goods companies¹

Profitability pressures resulting from evolving consumer preferences, digital marketplace influence, the rise of private labels and niche brands, and an uncertain market, make it essential to consistently adapt and drive greater efficiency across your brand and shopper marketing budgets.²

Allocadia provides consumer goods marketers with real-time visibility and multi-dimensional views of marketing spend across all categories, brands, and product lines and by associated initiatives such as media, digital, couponing, cost per sample and more.

Our platform compliments marketing mix modelling software such as IRI and Nielsen, so you can determine the impact of all your initiatives marketing including media activities.

Leading consumer goods companies enjoy:

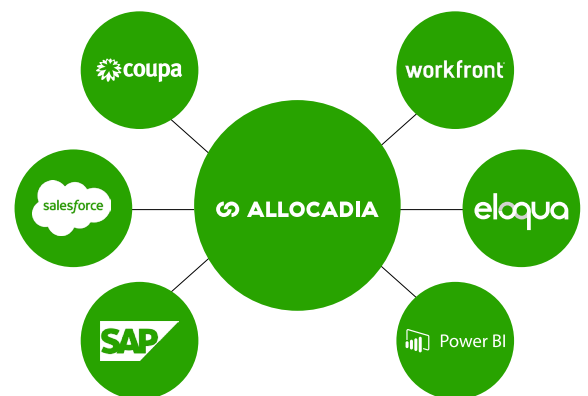
10% ad budget savings with full visibility of every marketing dollar spent across their brand's portfolio

30% less time spent closing the month end books for the marketing organization

2 days saved with a more streamlined process which allows marketers to initiate internal orders almost instantly

50% less time pulling financial reports for marketing

Seamlessly integrates with the tools you love to automate data flows



Allocadia has more integrations available and you can find the complete list at allocadia.com/connect

Success Story:

Land O' Lakes choose Allocadia's strategic planning and budget management platform to greatly improve consistency across marketing teams and build the foundation needed to drive even further digital transformation.



One of our key planning tools is Allocadia for marketing budgets and that is where we get consistency...By investing in a marketing planning tool, you are really equipping your organization to be able to make strategic decisions.

Kirsten Salmanowicz, Senior Marketing Operations Manager



Easily create agile, zero-based budgets

Get full visibility into marketing spend across categories, brands, channels and media agencies — empowering your team to make changes on the fly as market conditions or consumer preferences; while maintaining tight financial controls.



Power better decision-making

With a centralized marketing investment planning platform and more accurate financial reporting, teams can make smarter, data-driven decisions and shift dollars towards activities that further drive the desired consumer behaviour.



Calculate the cost of coupon promotions in minutes

A purpose-built coupon calculator allows you to determine the redemption and handling costs, and track all the promotion details including the validation period and more.



View marketing spend across multiple dimensions

Filter investment data by season, product, department, vehicle, region, and sub-brand and systematically re-allocate funds for the best possible use of your brand's budget.



Reduce planning cycle time

With a unified source for all marketing investment data and the ability for your marketing teams to run various 'what-if' scenarios, you can significantly reduce planning cycles.



Save time with automated finance & marketing reports

Receive automated and customizable reports including latest/previous views and rolling forecasts, so you can monitor how close actual marketing spend is to what's been forecasted.

Turn efficient budget management into a competitive advantage.

To arrange for a demo of Allocadia, contact our sales team at: sales@allocadia.com

Toll free: **1.866.684.0935**

Category	Sub-Category	Jan FY	Jan LY	Feb FY	Feb LY	Mar FY	Mar LY	Apr FY	Apr LY	May FY	May LY
Media Campaign A		\$5,000	\$10,000	\$5,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Media Campaign B		\$5,000	\$10,000	\$5,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Digital Display		\$5,000	\$10,000	\$5,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Radio		\$5,000	\$10,000	\$5,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000

¹ MarketingDive, "Study: Consumer brands waste \$50B of digital, trade marketing spend", 2019

² Deloitte, "Commercial spend in the consumer products industry. Ready for zero-based budgeting?", 2016