**anaplan** MARKETING

Marketing Performance Management

Use Anaplan for Marketing Performance Management to optimize, predict, and simulate impacts of marketing activity on sales revenue, marketing funnel metrics, and customer journey behavior. Create attribution models to ensure marketing efforts are measured across all interaction points. Use this marketing performance measurement app to identify the touches that drive customers to revenue, in addition to forecasting expected ROI from each and every marketing activity.
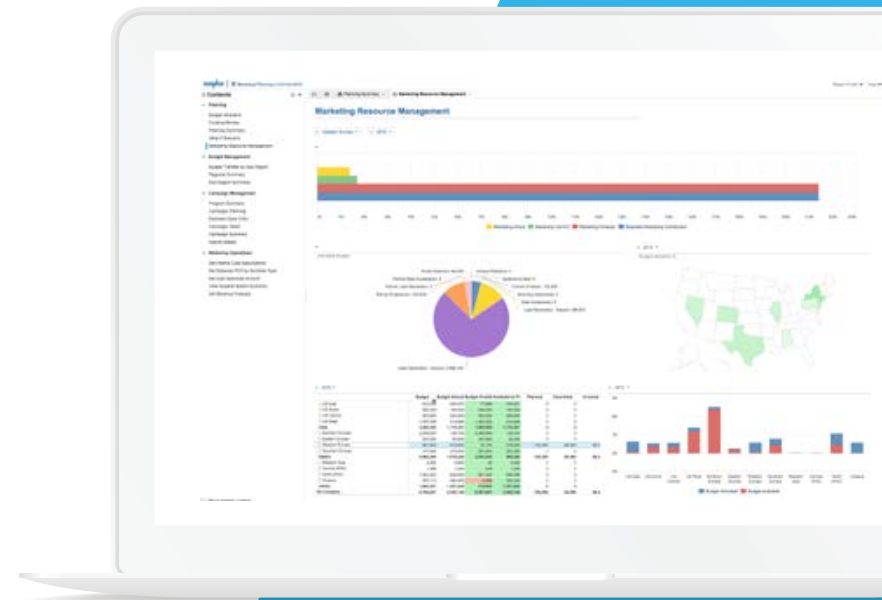
Measure, track, and simulate marketing performance. Learn how your marketing funnel is performing by understanding key metrics through each stage, and create KPIs to set benchmarks and track your progress.

Build attribution models to analyze campaign influence. Determine how influential your interactions with customers are and attribute success across activities to gain clearer insight to real results.

Predict, simulate, and optimize customer journeys. Identify key behaviors that result in high velocity through the customer journey and predict which customers will also behave in the same way—then optimize campaigns to yield better results.

Drive revenue, not clicks, leads, or likes. Understand what is driving revenue and use this knowledge to ensure you get more for your spend.

KEY BENEFITS

- Connect your results to your investments, including your resource cost, by using attribution capabilities to produce a true picture of marketing ROI

- Plan, manage, and measure all on a single platform

- Manage your marketing and sales performance in a single view and use "what-if" scenarios to forecast changes all the way through the funnel

- Learn which campaigns and tactics are creating faster and higher-value deals and drive action by course-correcting immediately on a single platform

SiriusDecisions

2015 Benchmark Report

"Sixty-nine percent of marketing operations functions report that they have defined performance objectives. However, only 15 percent report that analytics are driving their objectives."

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Key Features

Campaign attribution

- Define attribution models
- Automate assignment of results to activities using the defined attribution models
- Use "what-if" scenarios to see how changes to attribution would impact plans

Connected Sales and Marketing funnel

- Understand your marketing performance metrics such as MQL to SQL and MQL to WON
- Forecast campaign performance based on interim results using historical drivers
- Define KPIs to measure and benchmark activity
- Perform "what-if" analyses to gain insight into changes to funnel performance
- Connect with Sales Forecasting to align marketing efforts to sales needs

Connect to Marketing Resource Management

- Fully integrate to Anaplan's Marketing Resource Management app to drive action from insights provided
- Built-in ROI with both external costs and internal resource costs calculated against results

Customer journey analysis

- Analyze customers behavior through their journey
- Learn the activities and tactics that influence customers to move through the journey with greater velocity

Cohort analytics

- Create cohorts from various metrics, including time periods, opportunity value, and opportunity age
- Analyze cohorts and create comparisons to identify campaigns that yield desired results

Salesforce integration

- Import Salesforce accounts and opportunities to apply attribution models to quickly map revenue to marketing spend

Modeling, analysis, and "what-if"

- Quickly create, share, and compare scenarios and "what-if" analyses on key marketing performance metrics
- Unlimited "what-if" scenarios for proactive insight and better choices for immediate and longer-term impact

Reporting and dashboards

- Pivot reports by any dimension (time, geography, product, channel, business unit) for custom, no code, views on-the-fly
- Visualizations add relevance and at-a-glance understanding to data with maps, charts, graphs, waterfall, alerts, and more

Data integration with other systems

- Flexible options to match customer needs: Anaplan Connect, APIs, MuleSoft, Boomi, or SnapLogic
- Fast and easy import/export via spreadsheet

Microsoft Office™

- Microsoft Office add-ins for seamless plan and report export to Excel® workbooks, PowerPoint® presentations, and Word® report books
- Enter budget offline via Excel add-in, accurately and automatically pushing back into Anaplan with one click

Audit trail

- Track and review history of versions, scenarios, and user activity

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