

## Business challenge

Modern marketing relies upon significant coordination across organizational functions, processes and platforms. Siloed data, disconnected processes and technology, and lack of analytics capabilities can impact CMOs' abilities to maximize marketing effectiveness, increase revenue, meet compliance standards, and optimize spend.

### Top challenges organizations face include:

- Driving growth, increasing wallet-share, and brand differentiation in a crowded and competitive environment
- Rapid channel expansion continues to increase the complexity in creating a "central customer view" and executing on the experience
- Interpreting mass customer data to quickly adapt to market changes and deliver personalized content at enterprise scale
- Achieving real-time responsiveness requires an 'always on' process that is highly automated from planning through delivery
- Integrating traditionally fragmented processes and systems to measure attribution and ROI to drive advocacy in the boardroom

## Opportunity

Companies who can drive true connected marketing from planning to performance with seamlessly integrated processes, technologies, and analytics can achieve:



1) Anaplan marketing planning benchmark

2) Adobe Experience Cloud case study

3) Deloitte Industry experience

## Overview of Deloitte's Closed-Loop Marketing (CLM) solution

To navigate that growing complexity, and be able to react in a faster, more informed, and more strategic way, marketers need the right tools.

Deloitte's Closed-Loop Marketing (CLM) Solution sets marketing teams apart from the pack. Built with the capabilities of the Anaplan platform and Adobe's Experience Cloud, the single-source solution optimizes two best-in-class tools to provide one marketing solution for planning, budgeting, orchestration, and analytics all in perfect synchronization; empowering marketing teams to be more agile and innovative than the competition.

The powerful union of Anaplan and Adobe enhances your decision-making power—from top-down and bottom-up planning through execution for agile, true closed-loop marketing.



### Anaplan for Marketing

- Marketing budgeting
- Marketing planning and spend management
- Campaign planning
- Performance management

### Adobe Experience Cloud

- Campaign management
- Campaign orchestration
- Lead management
- Customer analytics

## Closed-Loop Marketing solution

powered by Anaplan and Adobe

Seamless integration of data across marketing planning and budgeting, campaign orchestration, and performance analytics



## Features to connect your marketing organization

Deloitte's CLM Solution can help unlock value throughout a marketing organization and across multiple stakeholders, ranging from marketing leadership to marketing operations, and supports interconnectivity with finance.

Learn how Anaplan works with Adobe to realize an end-to-end marketing resource management platform:

### Marketing planning

- *In-system recommendations and historical performance data from similar campaigns provides planning input*
- *Technology-driven, automated governance for streamlined review processes reduces brand risk and increases compliance*

### Marketing budgeting

- *Marketing budgets are shared with critical business partners through an integrated system for greater communication and collaboration*
- *Allocations follow systematic approvals for alignment on spend*

### Campaign planning

- *Integrated project management with controls and approvals*
- *Real-time views of critical data and detailed activity and campaign plans to optimize allocation of funds*

### Campaign orchestration

- *Consolidated customer profiles drive a consistent customer experience across all channels with expanded reach*
- *Visibility into campaign status, assets and spend with proactive enforcement of marketing guidelines increases marketing agility*

### Performance insights

- *Evaluate performance to adjust marketing mix and fine-tune future plans to drive greater marketing growth*
- *Measure marketing contribution to pipeline to prove the value of marketing activities*

## Potential benefits of Deloitte's CLM solution

### Leading marketing resource management practices

Applicable across industries but tailorable to your organization, connecting your planning, budgeting, and campaign strategy to performance and corporate objectives.

### Cloud-based technical experience

Leverages leading cloud-based platforms to provide an efficient solution, enhanced user experiences, and seamless integration with other marketing technology and enterprise systems - empowering creation of content-driven campaigns.

### Rapid deployment and ready access

Quick implementation breaks down operational siloes with a cloud-based integrated platform; increases agility and speed to market for campaign planning and execution. Delivers relevant customer experiences on any channel, anytime.

### Enhanced decision-making power

Improves visibility into marketing data and results; enables real-time adjustments and reduces likelihood of missed opportunities with resources assigned to move the bottom line.

### Expanded collaboration

Marketing teams have access to the latest content and approved assets, optimizing collaboration with critical business partners including sales, finance and procurement—improving efficiencies and transparency throughout your organization.

## Why Deloitte?

Deloitte's leadership in marketing resource management—combined with our strategic long-term relationship with Anaplan, Adobe, and other cloud-based platforms—means we're committed to working with your company to drive marketing growth and impact.

### Achieve true connected marketing planning with Deloitte and Anaplan

Anaplan's cloud-based platform can be customized to modernize your digital marketing by building foundational marketing capabilities across planning, budgeting, campaign to lead cycle, smarter use of marketing assets and enabling a global customer engagement platform. As Anaplan's #1 partner, Deloitte's breadth of industry experience and unique transformational capabilities can get you there.

### Accelerate digital marketing transformation with Deloitte and Adobe

Backed by over a decade of joint successes around the world, Deloitte and Adobe are collaborating to deliver dynamic solutions that help clients drive connection, loyalty, and growth with each interaction. Named Adobe's 2019 Global Partner of the Year, our integrated capabilities are supported by a commitment to investing in and creating industry-leading IP and technology platforms, enabled by the power of Adobe Experience Cloud, to create custom solutions that are tailored to our clients' industries and ambitions. With deep experience in digital transformation, we help clients reshape and rewire their organizations, from marketing strategy and brand innovation to operating model redesign, to break down silos and overcome operational barriers that stand in the way of meaningful change.

### Start the conversation

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