



Plan & Spend

Accelerate & Improve Marketing Performance

Aprimo Plan & Spend helps organizations accurately measure spend and optimize marketing performance with planning, budgeting and expense management –all in one place.



Unleash the Value of Your Marketing Investments

Planning

Ensure that time and money are being spent on marketing activities that align with objectives and fit into your budget.

Budget & Spend

Gain real-time visibility into budgets & spend—in every currency—for all marketing programs and activities.

Insights

Gain robust insights into all of your investments so you can quickly adjust plans to meet market and customer demands.



Optimize Marketing Investments

Aprimo Plan & Spend provides marketers with the transparency and flexibility they need to maximize investments and optimize return on effort:

Global Visibility & Alignment

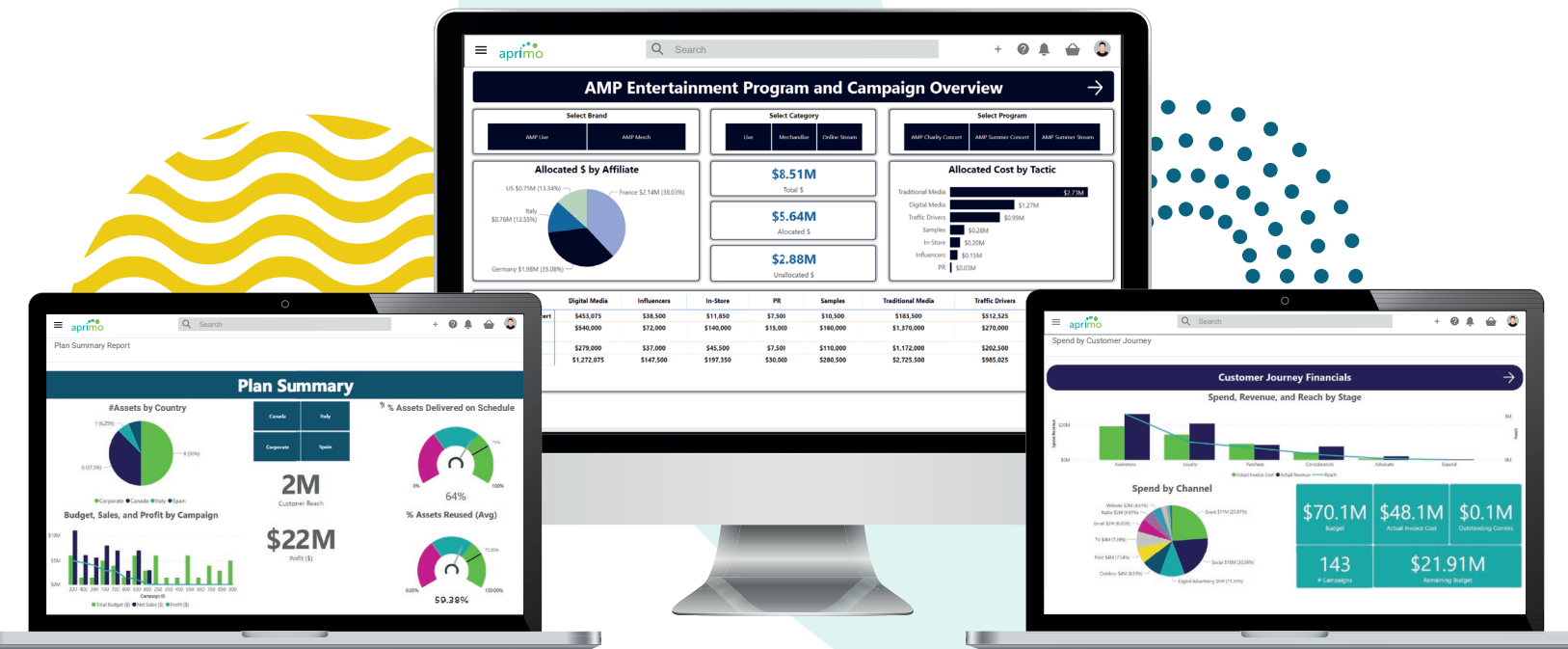
A global, 360-degree view from planning through spend to ensure strategic alignment with enterprise goals

Global Spend Management

A comprehensive and focused solution that automates planning, budgeting, and spend management

Improve Marketing Performance

More accurate return on effort calculations to enable optimized marketing investments



Streamline Planning

Automate and align planning and budgets.

Budget Allocation

Automate annual and quarterly budgeting processes via a top-down distribution of funds or bottom-up aggregation of proposals.

Aligned Objectives

Establish and align marketing objectives to corporate priorities and measure their impact across all activities.

ERP Connector

Keeping expenses in sync with Enterprise Financial Systems enables a marketing-focused view of spend in Aprimo.

Monitor Spend

Gain visibility into all spend in a single place.

Visual Spend Insights

Manage all spend in one place, from expenses to commitment, actuals to purchase orders, vendor management, and invoices.

Global Spend Manager

Manage all global budgets at the expense level with features like variable exchange rates.

Offer Manager

Manage and track offers and incentives across all promotion types and channels.

Optimize Performance

Measure how investments drive performance to justify spend.

Real-Time Visibility

Gain real-time visibility into spend, including vendor spend, to better optimize and allocate budget.

Forecast

Visually compare real-time activity spend with predicted spend to identify areas of potential underspend and overspend.

ROE Modeling

Enable more accurate return on effort planning by combining marketing spend and operations data with marketing performance data.

Aprimo offers industry-leading digital asset management and work management solutions that help your teams spend their time and effort on content and marketing strategies that actually drive business outcomes and reach customers in the right channels. Its powerful content operations platform provides organizations with a single source of truth to optimize the way they plan, develop, govern, and deliver exceptional brand experiences at scale.



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