

## Streamline marketing processes and gain in marketing efficiency with Neolane MRM

The Neolane MRM™ application offers a flexible business process framework to automate both the long-term marketing management cycle and day-to-day operational processes. As stakeholders gain visibility into their granular marketing performance, they are empowered to influence overall performance. Neolane MRM lets you control costs at the operational level all while lifting return on marketing investment.

### The Marketing Performance Challenge

Marketers are tasked with meeting increasingly ambitious goals all while their budgets and resources are being put under pressure. To do more with less, marketers must automate their operational processes and their broader marketing management cycle – spanning planning, budgeting, resource allocation, execution, and fine-grained return on marketing investment reporting.

### Align Marketing Plans with Business Goals

Neolane MRM supports collective planning around a single plan with real-time reconciliation of forecasted and actual budgets. Permission and role-based access controls combined with approval mechanisms make it simple to validate budgets and marketing tactics. Company management may continuously monitor the marketing plan to assess its conformity to corporate goals.

### Collaborative Distributed Planning & Monitoring

Marketing campaigns and programs often rely on bringing together multiple resources and multiple contributors both within the organization and beyond (creative agencies, telemarketing, room rental, document fulfillment, etc.) Marketing teams often operate across multiple geographies, time zones and currencies. Neolane MRM offers overarching planning functionality and gives you monitoring capability in the form of an executive dashboard. For each and every action and tactic, you can track its progress, assign resources, budgets and priorities, and define ownership. Automated reminders and alerts help you meet milestones and let you track progress of granular tasks and overall processes. You are better informed to make better decisions and spend less time updating plans and schedules.

### Manage Marketing Budgets and Assets

At times, your marketing machine may seem to have a bewildering array of moving parts. Neolane MRM helps you cut through this complexity and provides budget breakdowns at the program and campaign level to show you just how the money is being used. Actual spend is matched back to budgeted spend in step with how your marketing actions play out. Summary and detailed reports enable you to track the evolution of budgets and control marketing spend (by geo, by project, by product line, etc.)

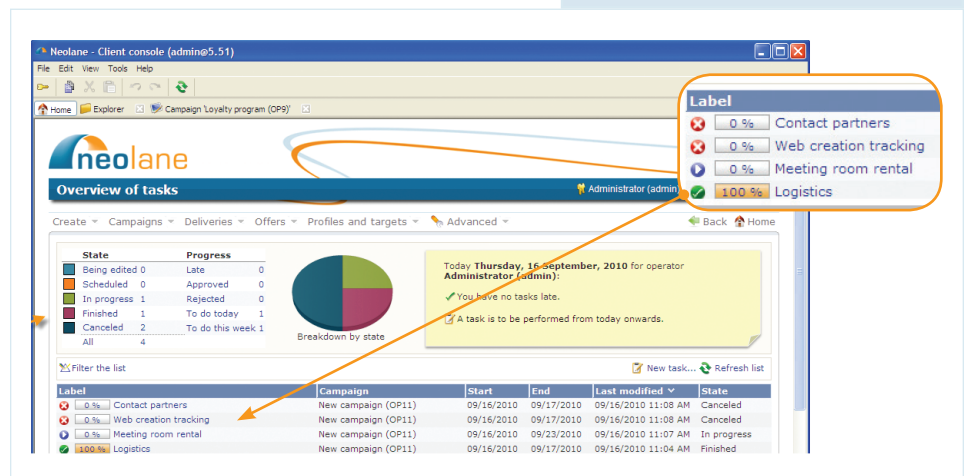
Neolane MRM provides you with the tools to control document ownership, inventory levels, and lifecycle processes thus reducing operational risks and providing much needed streamlining.

### Granular Measurement of Return on Marketing Investment

Neolane MRM provides a multi-level taxonomy for planning and execution that spans the plan, program and campaign levels. At each level, it is possible to define objectives (incremental revenue, new leads, converted customers) and ascertain return on marketing investment.

### Key Features

- Define marketing plans and programs
- Manage budgets and objectives
- Collaborative teamwork
- Central document management
- Marketing task management
- Inventory level and third-party management



Label	Campaign	Start	End	Last modified	State
0 % Contact partners	New campaign (OP11)	09/16/2010	09/17/2010	09/16/2010 11:08 AM	Canceled
0 % Web creation tracking	New campaign (OP11)	09/16/2010	09/17/2010	09/16/2010 11:08 AM	Canceled
0 % Meeting room rental	New campaign (OP11)	09/16/2010	09/23/2010	09/16/2010 11:07 AM	In progress
100 % Logistics	New campaign (OP11)	09/16/2010	09/17/2010	09/16/2010 11:04 AM	Finished

The ability to reconcile actual and planned spend in real time facilitates operational decisions.

**Lift Operational Efficiencies, Fine-Tune Best Practices**

Seamlessly integrated with the Neolane Leads™ B2B campaign automation application and its B2C counterpart, Neolane Campaign™, Neolane MRM allows marketers to toggle back and forth between high-level plans, budgets, forecasts, actuals and individual campaigns – all within a single environment. Stakeholders are given the means to manage the marketing lifecycle in full: from planning and budgeting,

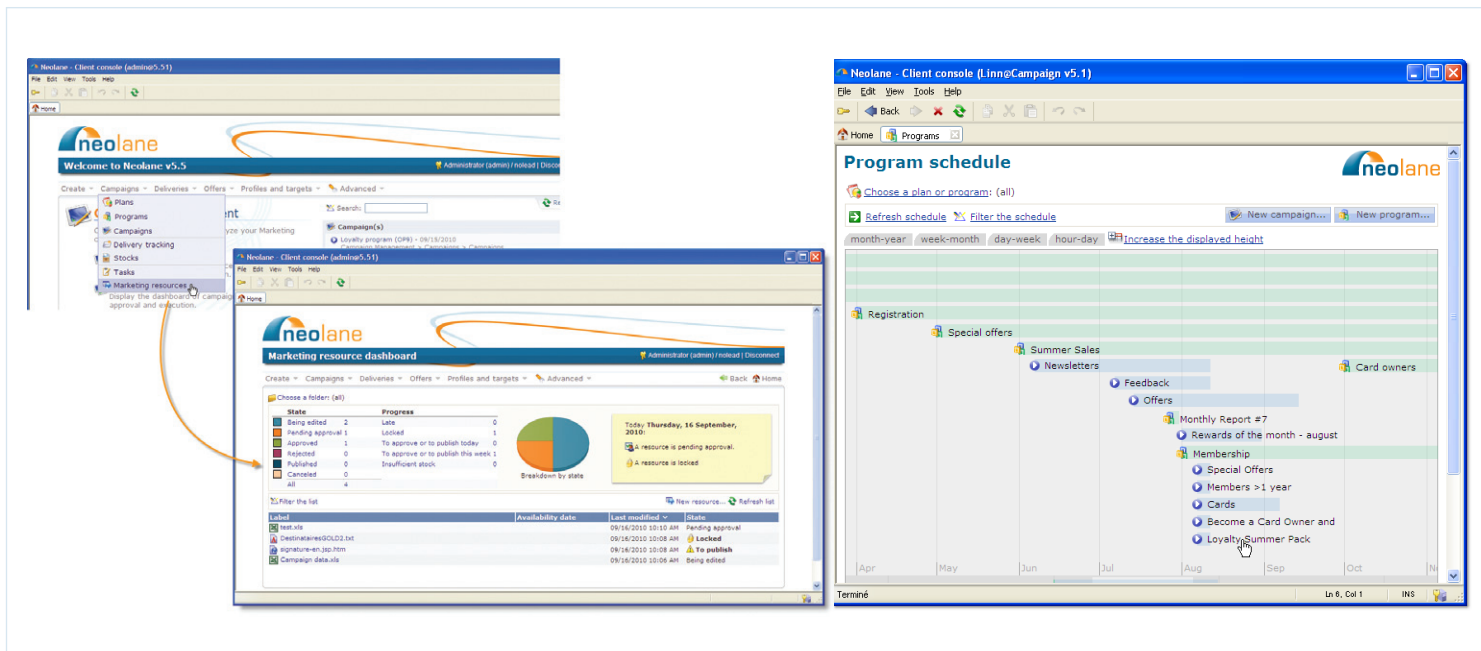
program design, content creation, and list segmentation all the way through to cross-channel execution and executive control. Structuring the marketing plan and making it goal oriented all while tracking marketing ROI provides you with an environment to implement repeatable best practices.

**Build Brand Equity**

Making sure everybody within the extended organization is on the same page with regards to the marketing plan and to messaging contributes toward showing a single face to the customer and ultimately helps build brand equity.

**Key Benefits**

- Automate and streamline marketing processes
- Optimize marketing spend in real time
- Define and replicate marketing best practices
- Manage brand equity across the extended organization



**Key Companion Products**

Neolane MRM™ provides an overarching marketing management cycle and day-to-day process automation framework that makes it the ideal companion product to complement both the cross-channel campaign management functionality of Neolane’s flagship B2C marketing automation application, **Neolane Campaign™** and the demand generation and lead nurturing services offered by its Neolane’s B2B counterpart, **Neolane Leads™**.

**About Neolane**

Neolane provides the only conversational marketing technology that enables organizations to easily design and sustain lifetime one-to-one dialogues to increase revenue and gain in marketing efficiency. With its native best-in-class email and inbound-outbound channel fusion capabilities, marketers achieve results in record time. Neolane is used by more than 250 of the world’s leading companies including Sony Music, Alcatel-Lucent, Orange, Sears Canada, and Sephora.

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