

# Infosys Marketing Program Management solution

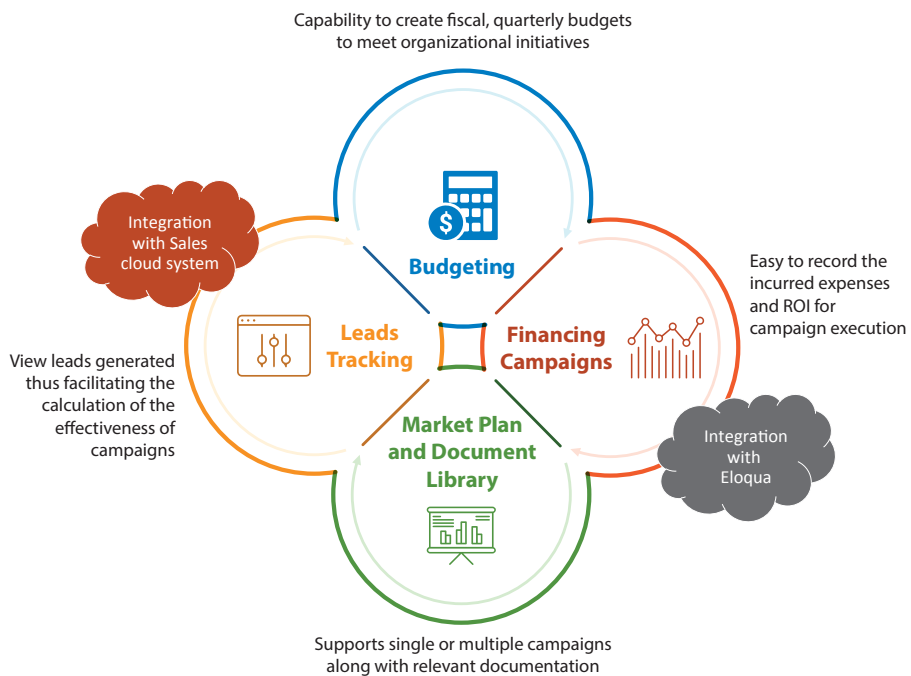
Harness an end-to-end integration for marketing initiatives

**Cloud-based marketing systems support campaign design and execution with respect to promotions, target base, and method of communication. There is a need to increase the visibility into investments, and make the organization more revenue-driven by accenting the marketing performance.**

Marketing program management (MPM) encompasses the solutions that can enhance the marketing function's ability to drive initiatives by effectively planning campaigns and resources. This solution aims to provide a platform for cloud-based systems to create campaigns, market plans, forecast return on investment (ROI), and create and track budgets in a single application. It provides a dashboard view of the allotted budget vis-à-vis returns delivering quick insights into marketing performance.



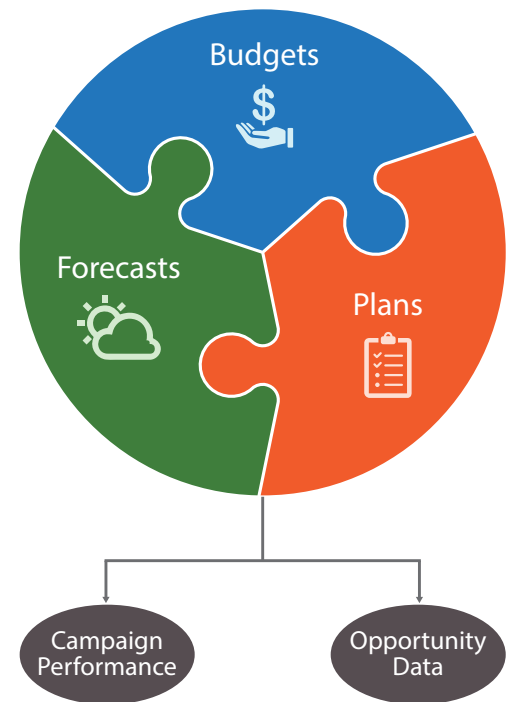
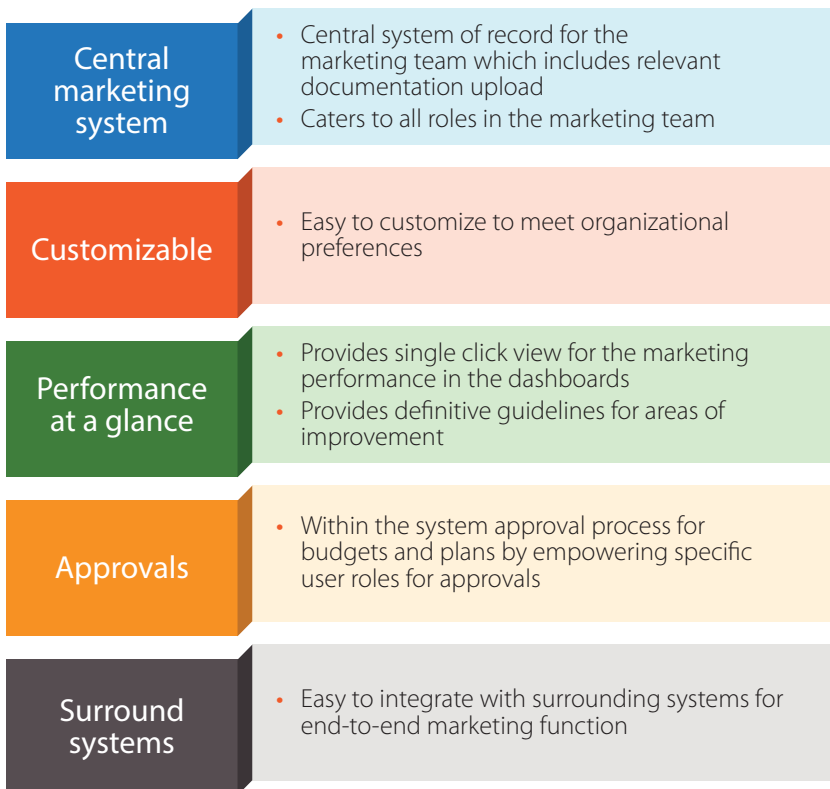
## Four features that allow you to keep pace with marketing performance



## MPM Solution Flow



## Business benefits with quick insights



For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

**Infosys**<sup>®</sup>

© 2017 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names, and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording, or otherwise, without the prior permission of Infosys Limited and/or any named intellectual property rights holders under this document.

Stay Connected    