



# 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

### **Investment**



### **Budget**

Budget estimation and approval



#### Campaigns

Campaigns associated with approved budget and incurred expenses

# Strategic Global **Plans**



### Marketing Plan

Containing multiple campaigns for a specific promotion or spanning specific duration in line with the organization's marketing plan

### **Returns**



#### Opportunities

View and track the leads resulting from campaign execution by integration with Sales Cloud system



#### Reporting and Dashboards

Analysis and actionable insights

# Business benefits with quick insights

Central marketing system

- Central system of record for the marketing team which includes relevant documentation upload
- Caters to all roles in the marketing team

Customizable

Easy to customize to meet organizational preferences

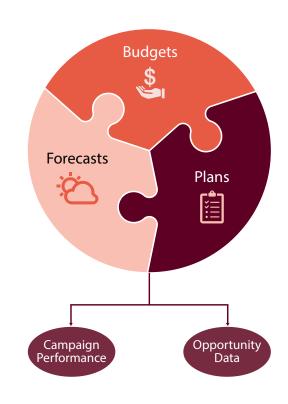
Performance at a glance

- Provides single click view for the marketing performance in the dashboards
- Provides definitive guidelines for areas of improvement

Within the system approval process for budgets and plans by empowering specific user roles for approvals

Surround systems

Easy to integrate with surrounding systems for end-to-end marketing function



### For more information, contact askus@infosys.com

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