

# 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.

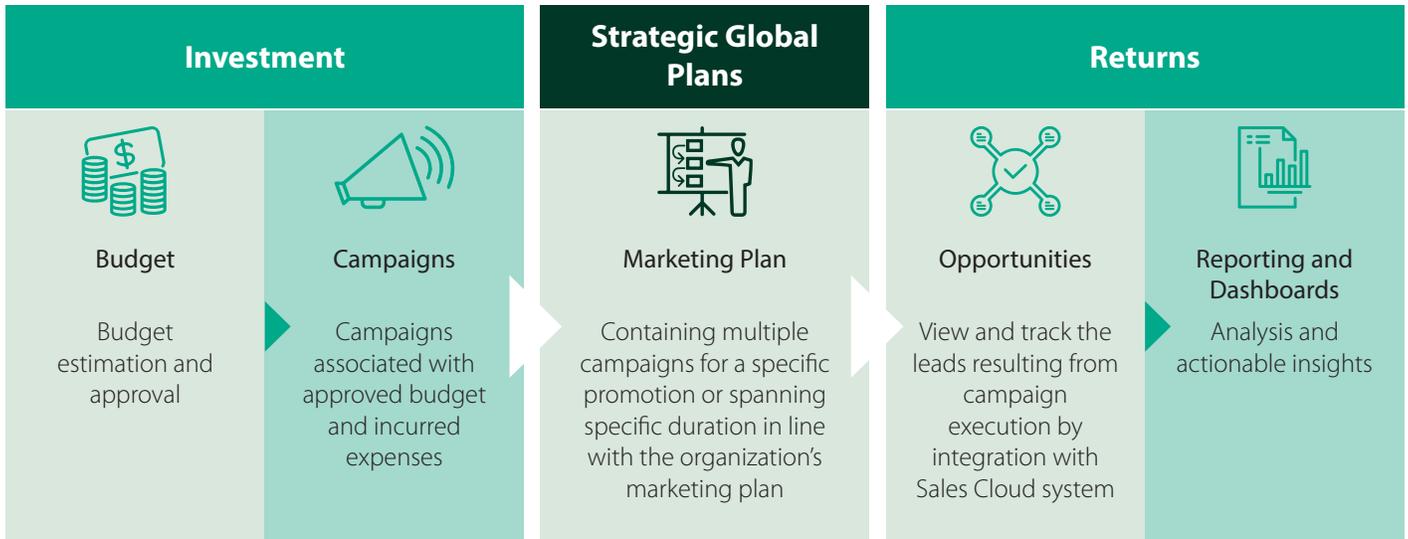
Marketing program management (MPM) encompasses the solutions that can enhance the marketing function's ability to drive initiatives by effectively planning campaigns and resources. This solution aims to provide a platform for cloud-based systems to create campaigns, market plans, forecast return on investment (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.



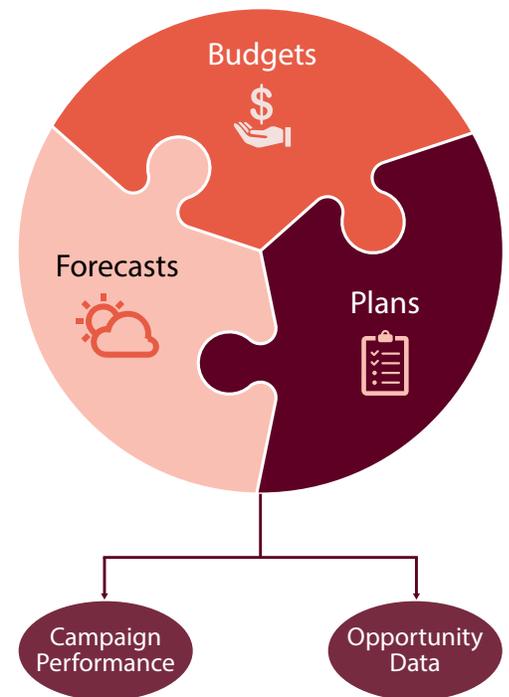
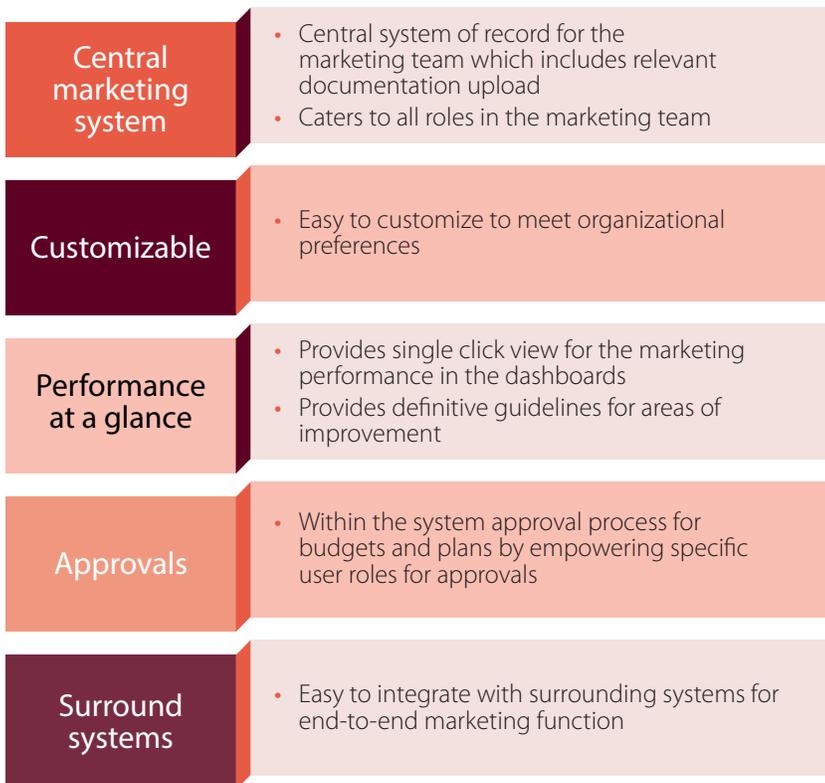
## Four features that allow you to keep pace with marketing performance



## MPM Solution Flow



## Business benefits with quick insights



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

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