

# MARKETING PLANNER

## TRACK ROI BEFORE, DURING AND AFTER CAMPAIGNS

One of the biggest challenges any channel marketer has today is gaining an understanding of the ROI from their promotional allowance programs. CCI's Marketing Planner provides a complete picture of projected program expenditures and business outcomes early in the process so you can influence and monitor execution. Similarly, advance notice of marketing activities provides a forum to track results against forecast throughout the plan's lifecycle. Used with CCI's Co-op and MDF solutions, the Marketing Planner enables measurement of key strategic initiatives by desired performance goals and actual results - including both cost and business outcome. As a result, marketers have a forward view of all planned activities.

CCI's Marketing Planner can easily conform to your program structure because it's compatible with both accrual-based and discretionary promotional allowance programs. Once plans are submitted, reviewers can approve the plan as a whole, or approve individual activities presented in the plan at the exclusion of others.

- Create and approve comprehensive marketing plans comprised of multiple activities to offer transparency in activity, spend and goals
- Compare estimated costs to expenses as they happen enable adjustments to plan and spend as needed
- Evaluate forecasted vs. actual activity and business results that, when combined with program costs, present channel marketer's with a comprehensive view of campaign success

Predicting and measuring program performance provides a common vision of success criteria for channel marketers and partners alike. Sophisticated reporting across a number of key attributes delivers the information needed to allocate your dollars more wisely early in the process and presents a robust analysis at the conclusion of each campaign.

CCI's Marketing Planner is part of a comprehensive channel management suite, designed to optimize your strategy throughout the demand chain. Whether supporting one or multiple programs, CCI solutions are configured to address the unique communication and financial controls required for each, while maximizing ROI and efficiencies.

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FULL SERVICE SOLUTIONS FROM CCI PROVIDE EVERYTHING YOU NEED TO MANAGE, MEASURE AND OPTIMIZE YOUR CHANNEL PROGRAMS

### ON DEMAND SOFTWARE

CCI applications are SOX, GAAP and FASB compliant and provide multi-tier data security, real-time reporting, branded interface, and multi-lingual/multi-currency capabilities. Applications exchange data real time to provide you with complete information on marketing spend, claims, payments and partners.

### PROFESSIONAL SERVICES

CCI Professional Services partners with you throughout the life of your programs, collaborating with you on design, configuration, launch, and ongoing analysis.

### PROGRAM MANAGEMENT

CCI provides program management services to support you and your partners, including prior approval management, compliance auditing, payment and fulfillment services and call center support.

