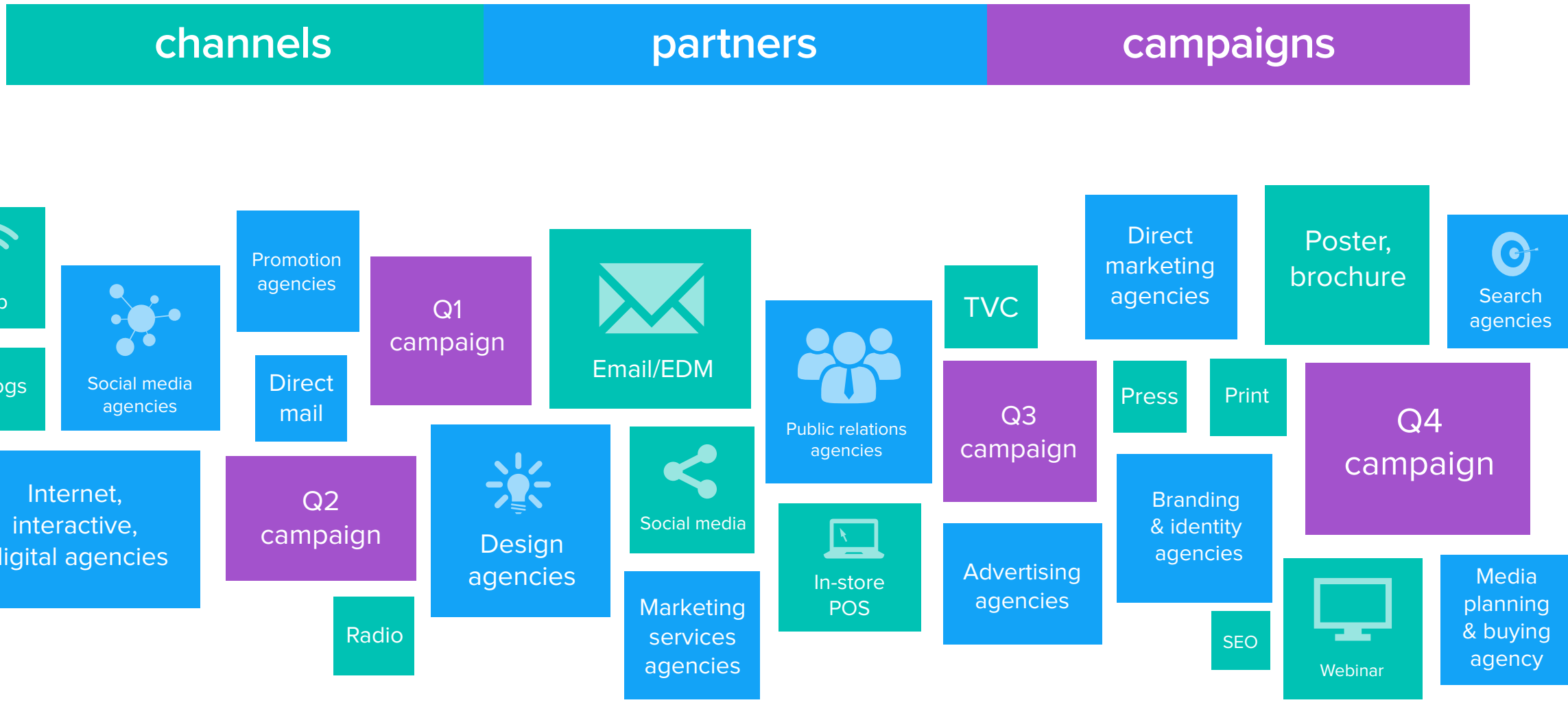


Make marketing a more beautiful experience—for marketers

As a marketer, you're committed to delivering personalized experiences at every touchpoint in the customer journey. Here's the irony: while you strive to create amazing experiences for your customers, your own experience on the job often leaves a lot to be desired.

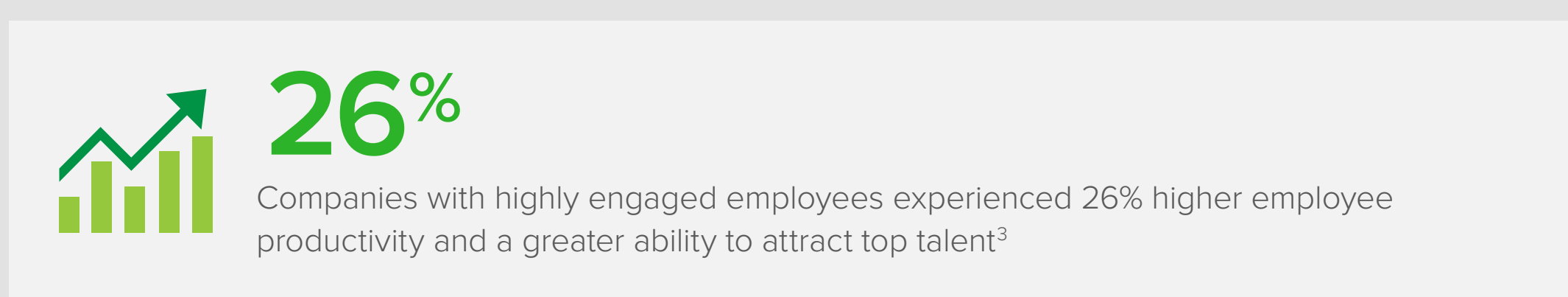
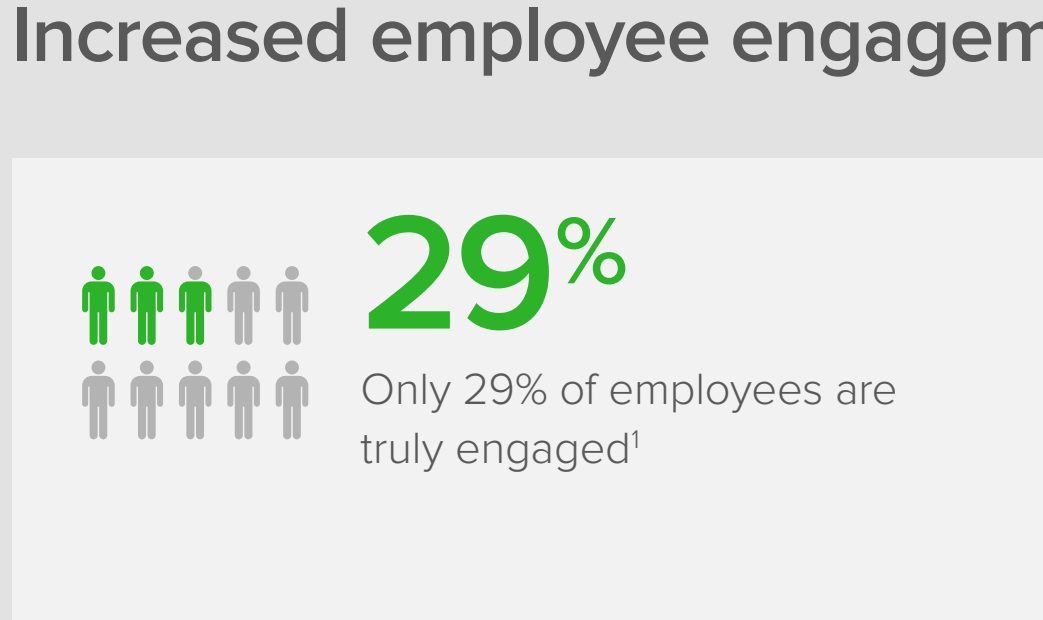
Is it possible to get more done, do it better, *and* enjoy your work? Yes, it is. But you need the right technology. With today's marketing resource management tools, your experience is no longer defined by manual processes and inefficient technology.

Today marketers need to manage so many:

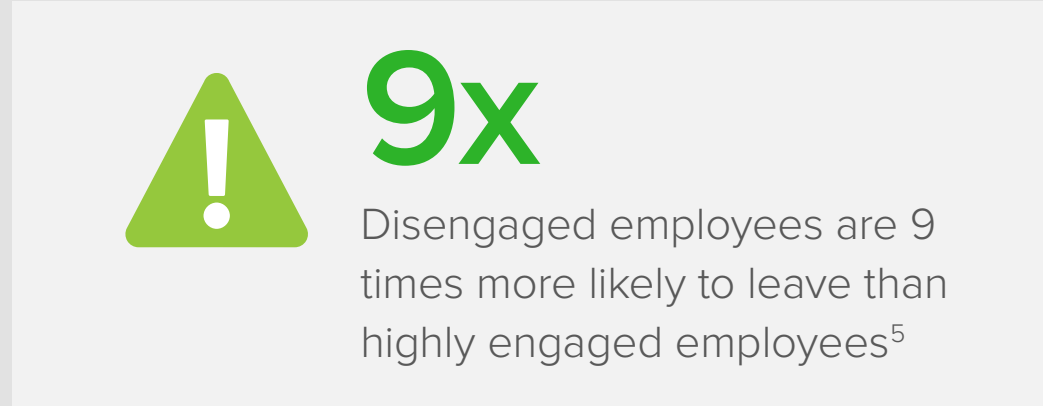
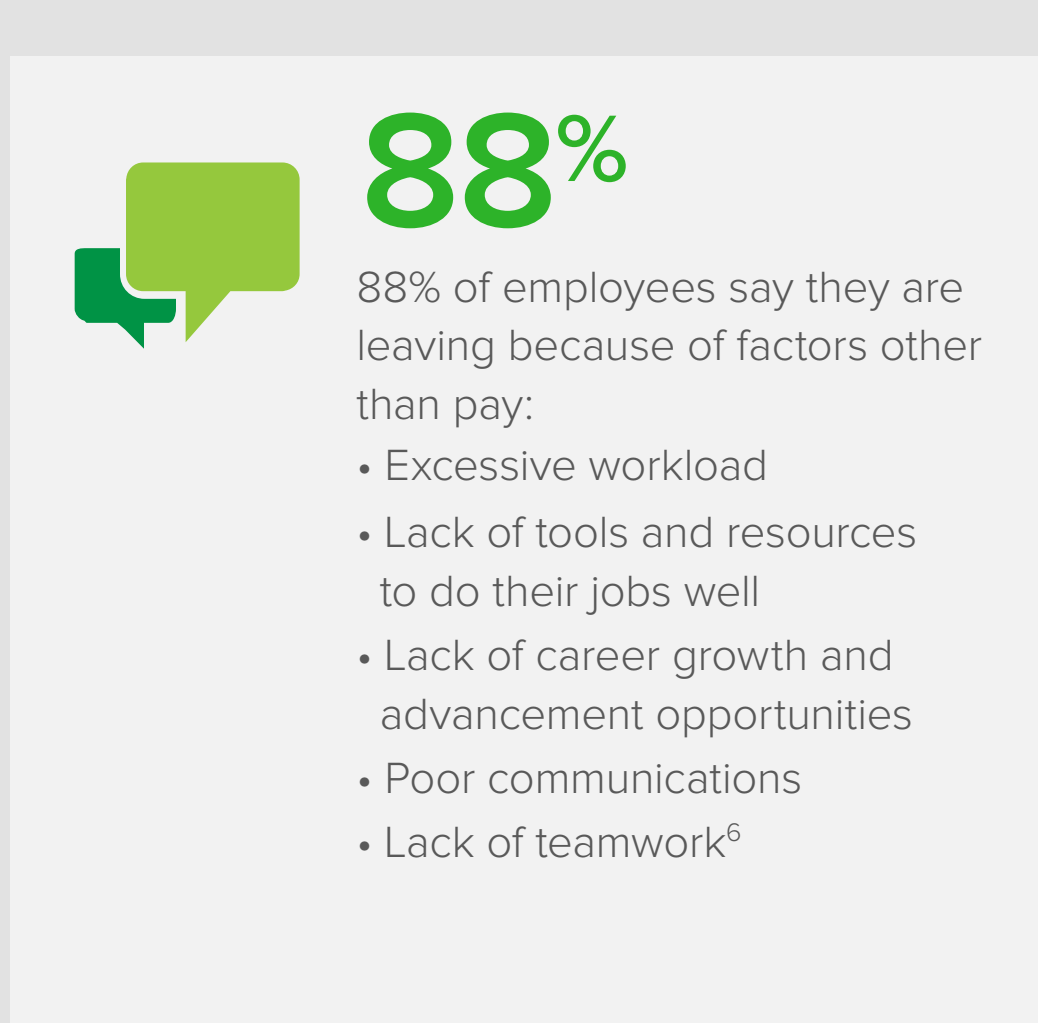


It's enough to make your head spin. So here's why it pays to make marketing more beautiful for marketers.

Increased employee engagement and productivity



Reduced turnover costs and higher profits



How beautiful can marketers' work really be?

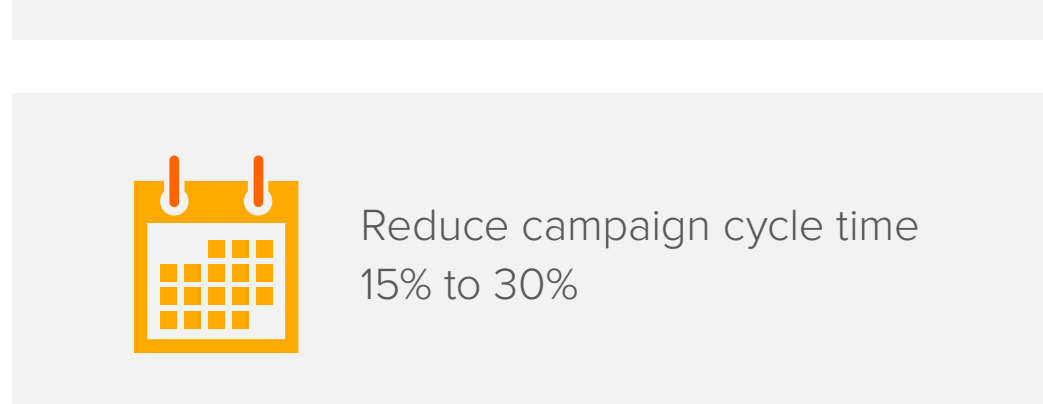
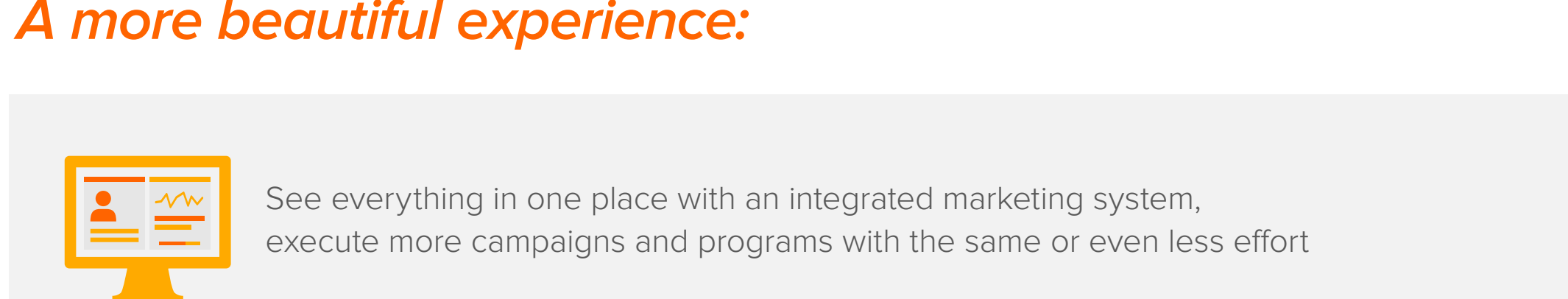
Arduous task #1

Coordinating and tracking integrated campaign workflows

3 agencies, 5 campaign waves, 30 content pieces, endless review cycles, shifting deadlines, multiple budgets



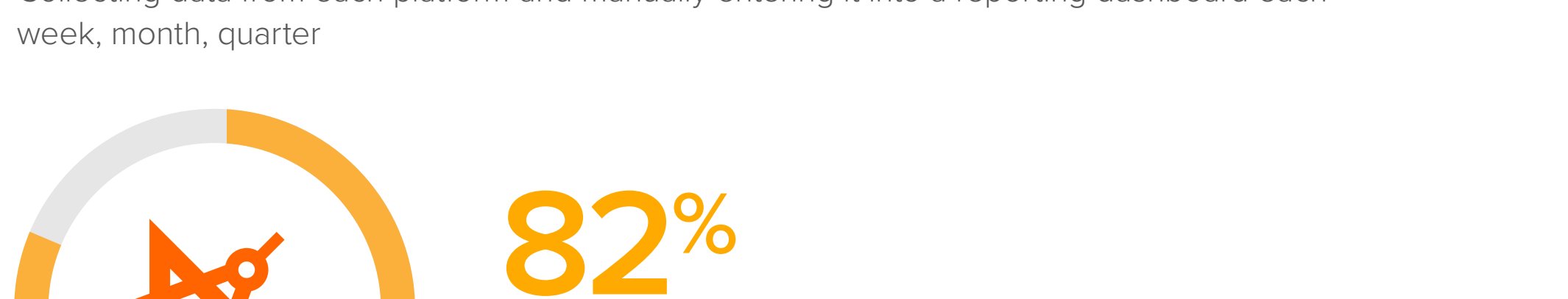
A more beautiful experience:



Arduous task #2

Generating reports and marketing analytics

Collecting data from each platform and manually entering it into a reporting dashboard each week, month, quarter



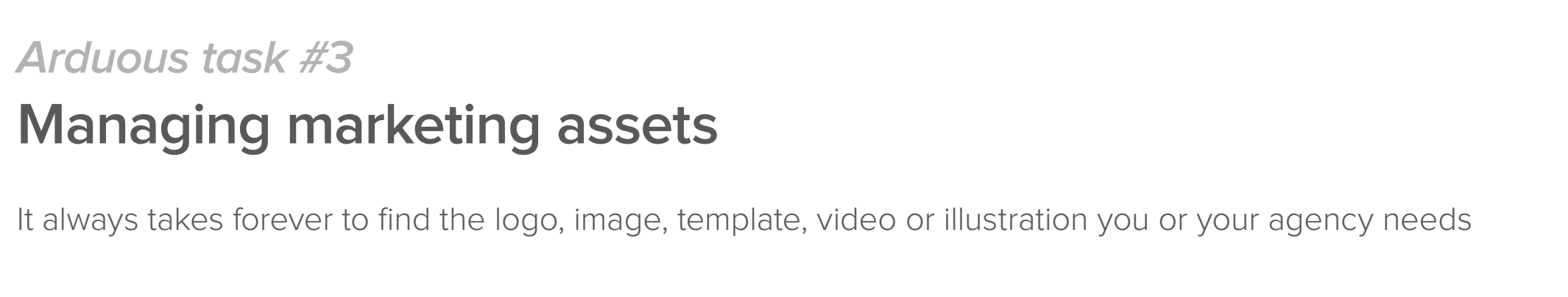
A more beautiful experience:



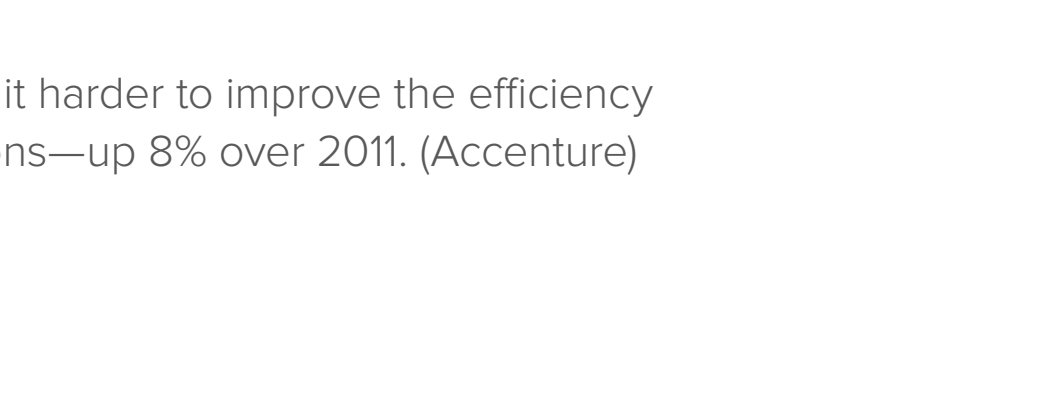
Arduous task #3

Managing marketing assets

It always takes forever to find the logo, image, template, video or illustration you or your agency needs

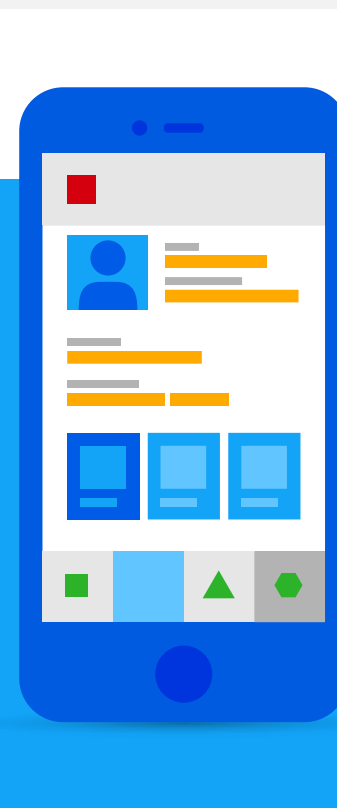


A more beautiful experience:



A more beautiful experience for marketers needs beautiful marketing resource management tools

Marketing resource management (MRM) software removes the time-consuming, manual tasks that bog down processes and can leave talented marketers feeling like they're at a dead end. Implementing MRM to manage your marketing operations helps you bring the excitement back to marketing by giving your team more time to focus on solving creative problems and executing on smart strategies.



¹ www.gallup.com/poll/150383/majority-american-workers-not-engaged-jobs.aspx
² BYOD: A Global Perspective—Key Insights: Cisco IBSG Horizons, August 2012, www.cisco.com/web/about/ac79/docs/re/BYOD_Horizons-Global.pdf
³ www.businessweek.com/bwdaily/dnflash/content/may2009/ftb2009058_952910.htm
⁴ www.jlc.com/luce/why-employee-turnover-is-so-costly.html
⁵ www.jlc.com/luce/news/upload/Engagement_FrontLineEmployees_Q25.pdf
⁶ www.tnt.com/2012/06/21/the-top-10-reasons-your-employees-really-quit/