



Insight Plan

Entiera Insight Plan allows users to accurately understand the marketing effort from campaign inception to retirement.

Who said foresight can't be 20/20?

Tracking and reporting on budgets, resource management, creative asset management, offer tracking, and understanding how your campaigns overlap with each other. It is all a big issue these days, so much so it has its own vertical called Marketing Resource Management (MRM). But MRM is an expensive and wieldy solution to a very specific problem. Furthermore, it is very difficult to pin your return on the investment dollars for MRM. What marketers truly need is a pragmatic solution that provides them:

- Insight into the tasks surrounding marketing campaigns
- Understanding how campaigns are performing against expectations and forecasts
- A clear view into how creative and offers are performing across channels
- A comprehensive view of the marketing eco-system and how each campaign intersects the other

Enter the New Era of Campaign Planning

Insight Plan is an innovative application that allows the marketer a calendar view of your marketing campaigns. From campaign inception to retirement, the solution manages the tasks, creative pieces, offers, treatments, budgets and forecasts for your marketing campaigns. Providing you a comprehensive view of your marketing eco-system. Insight Plan is not a traditional MRM system, it is a pragmatic approach to providing you with information that you need to gain an accurate view of your marketing eco-system. It is part of the Entiera Insight Marketing Platform, and a core component of campaign management, not an add on module.

The Solution is delivered in a zero footprint SaaS environment and has no negative impact on your marketing systems. It is all part of our strategy to empower the marketer with the tools that they need to succeed in today's fast-paced environment.

Understand
campaign contention
issues and budgets.
Forecast Responses
and true marketing
costs to ensure that
you are meeting
goals.

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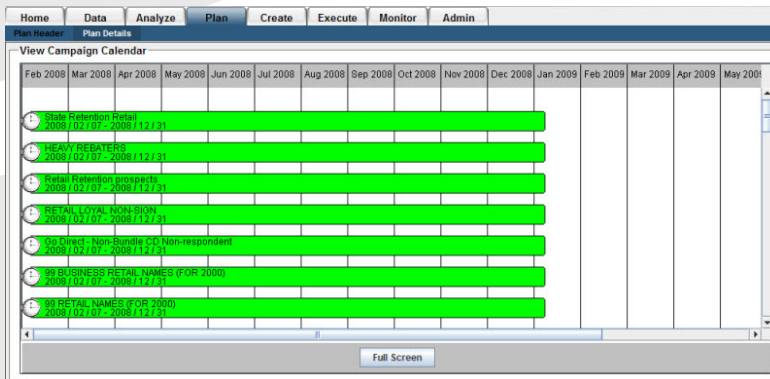
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Marketing Calendar

The Marketing Calendar view will detail all campaigns live and scheduled in the system to provide you with an overview of the interactions between campaigns. See the figure below for an example:



You can also overlay key company events such as product launches, key advertising campaigns or trade shows to ensure synchronization with direct marketing efforts.

Campaign Planning and Budgeting

The solution allows you to maintain the integrity of your marketing plans and budgets and compare actual results versus any version of the plan. Plan your Annual and Quarterly campaigns and see a detailed view of your interactions. Manage the budget by business area, campaign type, channel or objective. This helps to gain a clear understanding of your marketing spend. Set and manage approvals for plans, creative and individual campaigns to ensure compliance with corporate guidelines.

KEY FEATURES

Marketing Calendar: Wizard driven statistical modeling tools enable business users to drive real results.

Manage Your Marketing Tasks: Intense Statistical algorithms to ensure that your models are true and correct.

Creative Asset Management: Manage the creative assets used in campaigns and see in which campaigns they are most effective

Budgeting: Assign costs at creative, record and task levels to gain an understanding of your true marketing costs.

Forecasting: Understand where your resources are utilized best to ensure a smooth operation.

A Practical Approach to Managing Your Marketing

Becoming efficient in your marketing effort does not take a large investment in an MRM system. It takes a practical, consolidated approach to managing the tasks and costs associated with your efforts. Insight Plan is an integral part of the Entiera Insight Marketing Platform and can help you gain a solid understanding of your budget and marketing plans.

About Entiera

Entiera is a premier provider of the industry's first On Demand Marketing Platform. The Entiera suite offers a comprehensive set of capabilities that include campaign management and automation, event based marketing, marketing analytics and modeling and direct access to the Entiera Marketing Universe, a comprehensive business and consumer prospect database. Entiera was founded in 2006 and is headquartered in Minneapolis, MN with offices in Providence, Denver, London and Bangkok, Thailand. Entiera services over 125 customers worldwide and is poised to revolutionize the Enterprise Marketing Platform industry.

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