



Make a Business Case for Marketing Operations Software



Marketing still can't prove value to the business.

A recent survey by Adverity, revealed that over a third of CMOs don't feel confident in their marketing performance data.¹ And an alarming 41% of data analysts don't trust marketing reports due to data inconsistencies or errors.² As a result, the biggest pain point for both marketers and data analysts (42%) is the time required to manually bring data together and cross-check it for accuracy³. This makes it difficult to remain agile and shift strategies mid-flight, and nearly impossible to pivot when market conditions dictate, or consumer preferences drastically change.

Yet, according to Forbes, 64% of marketing leaders find data-driven strategies vital in today's economy.⁴ This highlights a critical need for increased visibility and usability of marketing data in near real-time.

1-3 [Lack of Trust in marketing data – What does this mean for the CMO? \(2021, November\), MarketingTech](https://marketingtechnews.net/news/2021/nov/29/lack-of-trust-in-marketing-data-what-does-this-mean-for-the-cmo/)
marketingtechnews.net/news/2021/nov/29/lack-of-trust-in-marketing-data-what-does-this-mean-for-the-cmo/

4 [The New Normal for Data-Driven Marketers: Providing Value & Building Trust With Consumers \(2022, January\), Forbes](https://forbes.com/sites/garydrenik/2022/01/06/the-new-normal-for-data-driven-marketers-providing-value--building-trust-with-consumers/?sh=6d9131bb4b14)
forbes.com/sites/garydrenik/2022/01/06/the-new-normal-for-data-driven-marketers-providing-value--building-trust-with-consumers/?sh=6d9131bb4b14

How is it that with so much martech, CMOs still struggle with planning, performance, and productivity?

1

Marketing lacks visibility as data is siloed and thus stale when it's finally reported.

With results data trapped in disparate systems, marketers are chasing channel-level ROI and attribution leading to tunnel vision and misguided initiatives, which negatively impacts the bottom line. As much as 26% of spend is wasted on unproductive strategies and ineffective channels.⁵ What's really required is a return on marketing investments, so you can make more data-driven decisions and become the agile marketer you aspire to be.

2

Initiatives are not tied to goals.

Siloed planning and reporting make it impossible for teams to align on common goals, tie initiatives to corporate KPIs, ensure plans are balanced, work to planned outcomes, and provide cross-organizational visibility.

3

Little to no investment in running marketing like a business.

Martech investments have largely been on the execution side of marketing (over 10,000+ software options and counting!), with minimal to zero investment in technology that would finally modernize marketing operations. In fact, 87% of CFOs still rely on error-prone Excel for their financial budget planning and forecasting.⁶

4

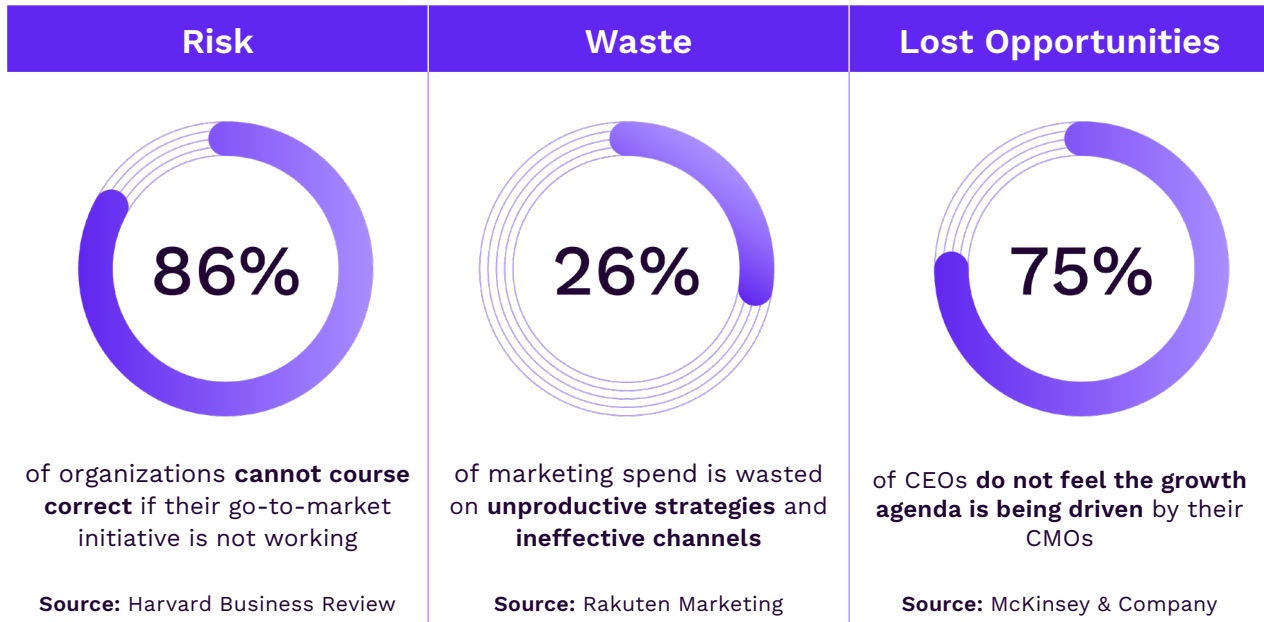
Existing processes are disjointed and error-prone.

In tough times it pays to ensure all your marketing operations are running efficiently. There are layers of wasted costs in inefficient processes such as approvals being done in multiple channels like Slack or email, no documented workflows etc.

5 Top 6 Reasons Why Budget Planning in Excel Becomes Outdated, LucaNet (2021, September) lucanet.com/blog/simply-finance/top-reasons-budget-planning-in-excel-outdated

6 Marketers Waste About One-Fourth of Their Budgets (2021, September), Insider Intelligence insiderintelligence.com/content/marketers-waste-about-one-fourth-of-their-budgets

The business feels the impact of these entrenched problems including:



Uptempo characterizes the way most marketing departments work today as being in the fog of marketing.

The result of the fog is:

| Low Visibility | Low Velocity | Low Agility |
|--|---|---|
| <ul style="list-style-type: none"> Lack of a centralized, living plan means decisions on execution are taken in isolation by dispersed teams, causing plan drift. Teams cannot see how their day-to-day work is contributing to overall marketing goals. No real-time view of planned vs committed vs actual spend leads to over or underspending and missed targets. | <ul style="list-style-type: none"> Finance and Marketing teams lack a standardized way to manage and track budgets, resulting in arduous budget reconciliations. Manual, time consuming campaign and budget approvals impede campaign execution and stifle collaboration. Inconsistent treatment and storage of digital assets makes the delivery of a single, unified brand to the market impossible. | <ul style="list-style-type: none"> Data silos mean no quick or easy way to make timely, data-driven decisions relating to plans and spend. It is difficult to pivot plans and shift dollars in response to changing market dynamics and customer preferences. |

Why Marketing Needs Its Own System of Record

Marketers need to quickly, consistently, and confidently pinpoint where there's value and where there's waste in their programs—and they need to be able to shift funding seamlessly to initiatives that drive impact.

But marketing is the last of the business functions to digitize and automate its core processes. Sales has its CRM system, finance has ERP, and HR has HRMS. While marketing can and has made do with these systems, these tools are a poor substitute for a foundational marketing operations platform. In fact, many marketing teams struggle needlessly under the operational burden of measuring impact by trying to align disparate data sources from inadequate systems or tools.

When it comes to measuring holistic marketing performance—in other words, both the ROI of campaigns and programs and the overall performance of your marketing organization—it's essential to use the right solution. It's not strategic to spend countless hours on budgeting, financial reconciliation, and ROI-related tasks as it means teams miss market opportunities and are not able to capitalize on competitive advantages. An end-to-end marketing operations suite, from planning to performance measurement, has the power to take marketing from a cost to a profit center, from doing random acts of marketing to being fully aligned with business goals.

| Approach | Challenges | Benefits of an end-to-end Marketing Operations Suite |
|-------------------------------------|---|---|
| Spreadsheets | <p>Spreadsheets have a 90% error rate and it's difficult to manage version control. Accumulation and consolidation of data is manual and arduous. In fact, a simple cut and paste error cost TransAlta \$24 million.⁷</p> <p>Aggregating data in spreadsheets is cumbersome and lacks a standardized process for data entry. This results in marketers spending a significant amount of time re-checking numbers which delays decision-making.</p> | Unification of all data including from other systems such as campaign details in your CRM. |
| Google Sheets or SmartSheets | Google Sheets are a bit easier than spreadsheets to access but don't provide as many macros. While Smartsheets offer a bit more control and include built-in templates, they lack integrations with key data sources such as finance for real-time spend management. | Get closed-loop views into program performance. The solution enables users to connect to all other marketing, finance, and analytics systems for a complete picture of marketing's performance. |

7 Top 6 Reasons Why Budget Planning in Excel Becomes Outdated, LucaNet (2021, September) lucanet.com/blog/simply-finance/top-reasons-budget-planning-in-excel-outdated

| | | |
|---|--|---|
| PowerPoint | Used for plans and are disconnected from other key inputs and are typically lost on shared drives. | Users benefit from greater agility and can conduct continuous planning and re-planning as market conditions change or results from campaigns are known. |
| Enterprise resource planning or Finance tools | Not built for marketing campaign structures which need to go down to the tactical level, making them challenging and frustrating for marketing to work with. | Unique capabilities enables marketers to plan and manage their spend at the campaign and activity level versus simply by GL codes and cost-centers. This allows marketers to work faster and more efficiently. And investment evaluations are easier with a complete audit trail. |
| Enterprise planning management or Expense management tools | These solutions are intended to serve the needs of sales and strategic planning operations, not marketing. They are not designed for the way marketers need to track spend and cannot accommodate ROI measurements. | Investment data needs to be structured by campaigns and programs, so marketers have a view of financial inputs that match their daily activities. |
| CRM | While systems like Salesforce include a budget field, marketers can only enter forecasts and actuals. Typically, only demand gen team expenses gets captured in these systems—leaving the rest of marketing unaccounted for. | A marketing operations suite incorporates real-time financial data from ERP systems and combines them with results from data from a CRM platform, so marketers have a closed-loop view of how all marketing programs are performing. |
| Attribution models | When marketing simply adds an attribution model to the top of their existing measurement tools – such as spreadsheets – they lack planning context and a comprehensive view of the impact of all touchpoints along the buyer’s journey. | Campaign-level measurements do not equate with the overall performance of your marketing organization. Attribution is an additional input into performance measurements. |
| Custom-built or homegrown solutions | Custom and homegrown solutions—whether built from scratch or on top of an existing system like Salesforce or Oracle—are usually a one-and-done project that doesn’t fulfill marketing’s evolving needs in a timely manner. At some point, these systems are unable to scale. | Frequently improved to address new marketer pain points around performance and impact and can swiftly integrate with new marketing tools in the tech stack. |

Who is Uptempo?

Uptempo delivers [marketing business acceleration](#), a new operating model to enterprise organizations, giving CMOs clarity on the financial and business impact of marketing programs, with the ability to course-correct, capture new opportunities, and fund innovation. Uptempo's marketing operations suite integrates marketing planning, financial, work, and performance management, so teams can plan better, pivot faster, spend smarter, and execute with confidence. A Strong Performer in Forrester's Wave™ for Marketing Resource Management 2022, Uptempo is trusted by more than 625,000 marketers at leading B2B and B2C brands including:



DAIMLER



We'll help accelerate your team's success

Technology is just one part of it. We partner closely with your organization to provide industry-leading assistance and expertise to get your organization on the path to running marketing like a business.

We have over a decade of experience implementing marketing operations solutions, so teams can accelerate their time to market, resulting in a distinct competitive edge. Our teams will implement a common taxonomy, assist with new processes, provide change management best practices, and set up the KPIs that matter to your business.

30+

Years of helping marketers transform their operations

17,000+

Marketing pros like you trained globally

1,200+

Uptempo solution implementations

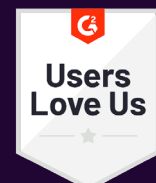
1,050+

Integration projects completed

In The Forrester Wave, Marketing Resource Management, Q3 2022, Uptempo received a perfect score for Supporting Services.



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Ready to take the next step?

Contact us at sales@uptempo.io and we will help you build a complete business case for a marketing operations solution based on your unique capability enablement needs.



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