Allocadia
Marketing Performance Management

Overview

Strategic Investment Planning and Budget Management with Allocadia

Allocadia Marketing Performance Management helps marketing organizations manage their strategic planning and budgeting processes. From small teams to global organizations, Allocadia allows you to collaboratively manage marketing budgets quickly and easily – ending "spreadsheet hell".

Consolidating spreadsheets to answer business questions takes time and is error-prone. With Allocadia, you can track everything about your spend – forecasts, commits and actuals – and consolidate with PO and invoice data from your financial system. With information at your fingertips, you can quickly get the answers you need. Marketing organizations can quickly answer key questions like:

Are we on track to spend this quarter? How much are we spending on x campaign in x region for x product line? How can I reallocate spend to support our new marketing initiative?

"Allocadia is a key part of our planning process. It fosters alignment and facilitates conversations that you may not have had before."

– **Chethan Chandra**, Senior Manager of Business Operations, VMware

Allocadia Technology Map

Your Marketing Organization, all in one place

Build alignment and manage all your plans and budgets across different teams.

Hierarchy		Panel	Share		Currency	POs	Actuals
High-tech Co	view roll-up		(7)	edit | invite	USD	map (1)	map to PO
Investment Hierarchy	view roll-up		(7)	edit | invite	USD	map (0)	map to PO
Field Marketing	view roll-up		(7)	edit | invite	USD	map (0)	map to PO
AMER	view roll-up		(7)	edit | invite	USD	map (0)	map (10)
North America	go to budget		(11)	edit | invite	USD	map (1)	map (4)
South America	go to budget		(10)	edit | invite	USD	map (0)	map (0)
East America	go to budget		(10)	edit | invite	USD	map (0)	map (16)
EMEA	view roll-up		(7)	edit | invite	USD	map (0)	map to PO
West	go to budget		(8)	edit | invite	GBP	map (0)	map (19)
North	go to budget		(8)	edit | invite	NOK	map (0)	map (10)
South	go to budget		(8)	edit | invite	EUR	map (8)	map (0)
APAC	view roll-up		(7)	edit | invite	USD	map (0)	map to PO
Corporate	view roll-up		(7)	edit | invite	USD	map (0)	map (14)

Strategic Investment Planning & Budget Management

Manage your strategic planning process and marketing investment mix.

Investment Plan Performance

Gain visibility into how marketing is spending by strategic area.

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"In terms of adoption, it was very easy. We rolled it out and were up and running in less than 60 days after we signed the contract for over 200 budgets across 230 global marketers."

– **Susan Vanin**, Director of Marketing Performance - Global Marketing Operations, Juniper Networks

About Allocadia:

Allocadia is cloud software for marketing teams that gives CMOs unprecedented visibility into marketing performance. We deliver a powerful budgeting, planning and analytics application that connects to your marketing, CRM, and finance systems.

Allocadia helps marketers at companies like Juniper Networks, VMware and Arc'Teryx plan and manage their marketing investments and returns— ultimately helping them make more strategic decisions and become revenue-driven marketing organizations.

Learn more at www.allocadia.com

and follow us @allocadia