



High performance. Delivered.



## Agile Marketing Analytics Platform

# Why wait until your marketing plan is in place to find out if it works?

- Utilize advanced and powerful marketing analytics.
- Analyze your current performance in real time.
- Run 'What if?' simulations of potential future scenarios.
- Assess, compare, save and share potential marketing plans.
- Help optimize your plan for the best outcome — before you implement it.
- Use a rich, clear interface to transform complex data sources and econometric modeling into a simple, actionable predictive analysis.



A hand holding a magnifying glass with the text "Case study." inside the lens.

Case study.

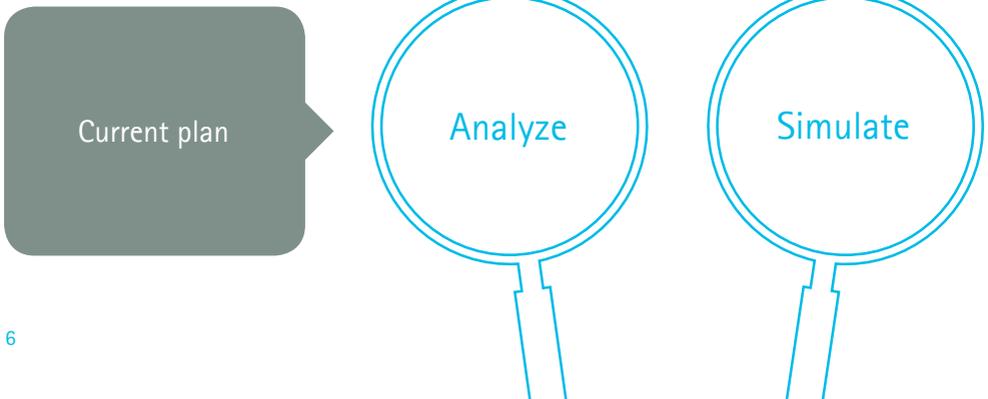
# Changing the game for a global consumer goods manufacturer.

Accenture won the tender to perform marketing return-on-investment modeling for a global consumer goods brand. Using Accenture's Agile Marketing Analytics Platform, we identified how to drive an additional 16 percent of incremental sales and profits.

Our models covered all primary marketing levers, all products and all sales channels. Our recommendations drove decisions for more than \$10 million improvement in returns from the annual marketing plan.

# Find the best way forward.

- How effective is your current marketing plan?
- What's its impact on your company's performance?
- What should you do next?
- How can you assess all of the possible variables and compare potential future plans?



## These are fundamental issues in marketing.

Usually you have to go with your best guess, based on experience and instinct. Only by actually implementing a plan can you judge its success. (Or otherwise.)

### Not any more.

Accenture's Agile Marketing Analytics Platform is a highly advanced system that uses precise econometric modeling and near real-time market data to analyze the effectiveness of your marketing and its impact on performance.

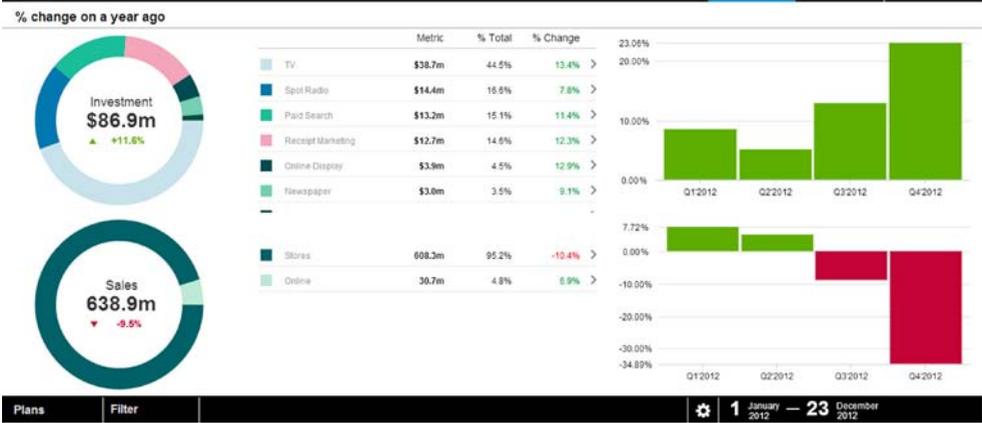
As well as assessing your current plans, our platform can run simulation scenarios, test tactics and compare new plans to predict the Return on Investment (ROI) of different variables. Then it automatically suggests optimizations to your future plans, identifying opportunities for you to capitalize on your strategies.

That means you rely less on guesswork, and have greater confidence in your results.



Before you can decide  
where to go next,  
you need to know where  
you are now.





The platform begins by analyzing your current activity by using a comprehensive set of diagnostic tools to assess performance and investment patterns.

Through the rich, intuitive interface, you can use a wide range of 'drill down' options to get a full, consolidated picture of the status quo.

So you can make more informed decisions about what to do next.

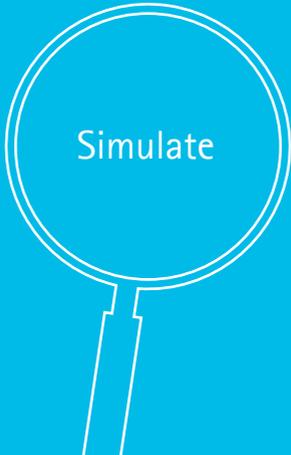
Based on econometric models and your historic marketing activity, our platform gives you a complete historical context of your marketing activity to date, and its impact on business performance past and present.

# Find out which paths are worth taking.

(and which are dead ends)



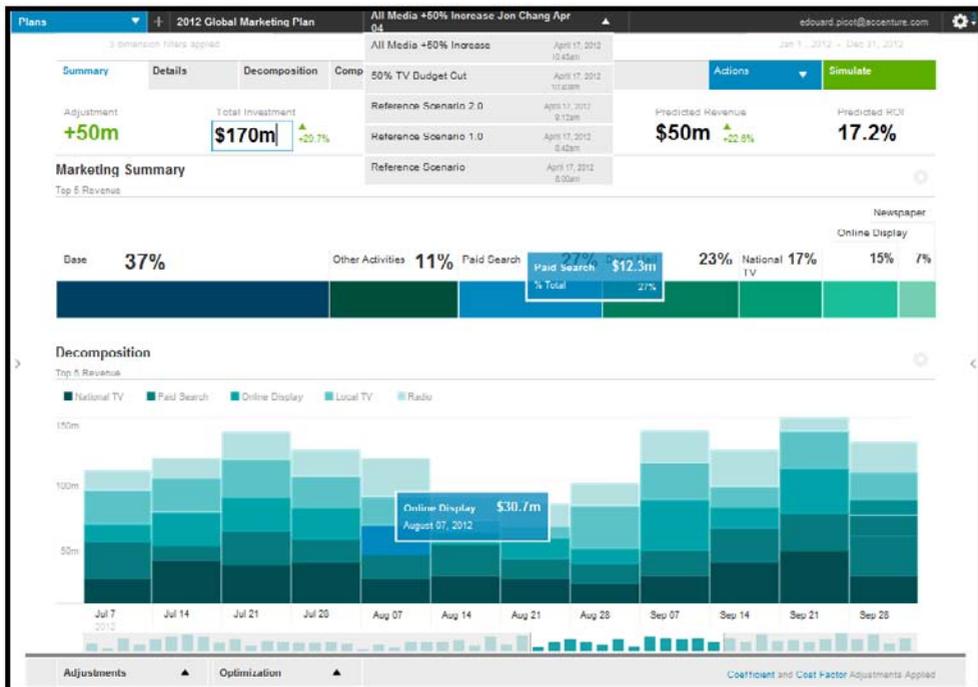
Analyze



Simulate



Optimize



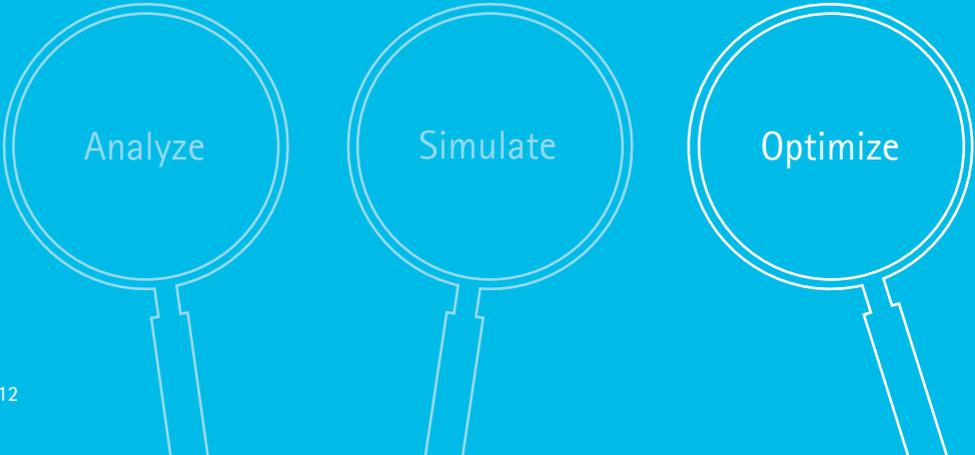
So where do you go from here? The platform's powerful evaluation engine lets you create accurate simulations of marketing scenarios, at different budgetary levels, so you can test how theory is likely to translate into practice.

Using the system's rich interface, you can see real-time reporting of the estimated impact of marketing drivers on metrics like ROI, in consolidated views, or by drilling down into granular detail.

The Agile Marketing Analytics Platform provides rich data visualization allowing you to quickly analyze and compare factors like media responsiveness and marketing ROI trends.

So you know where you're likely to end up, without having to actually go there.

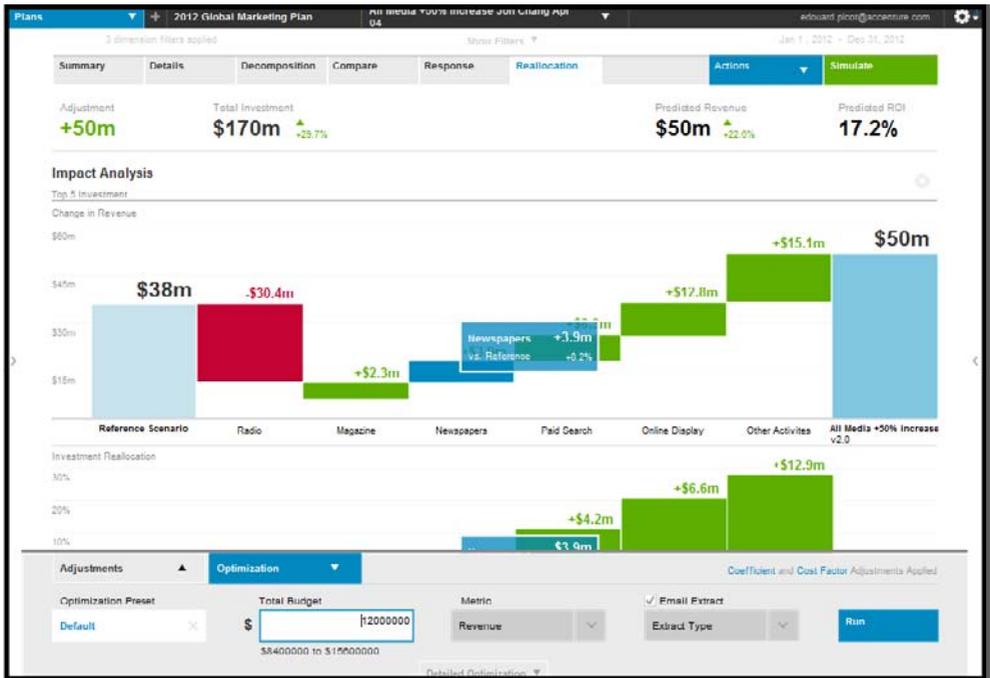
Not just the right direction,  
but the preferred route.



Analyze

Simulate

Optimize



The Agile Marketing Analytics Platform does more than allow you to simulate different marketing scenarios. Using integrated artificial intelligence and powerful statistical engines like SAS and Lindo, it will automatically generate a recommended marketing mix, designed to optimize your revenue, profit, customers or other metrics in the relevant area.

It may be automatic, but you're always in control. There's a comprehensive range of settings and controls, allowing you to set constraints and parameters for your marketing plan, and the system can be adapted to use a variety of optimization engines.

Once you've created your marketing plans, our platform will also help you manage them. You can save and compare different plans to measure different impacts depending on varying budget allocations.

You can also edit cost factors in your plans, so they are always up to date, and share plans quickly and easily across the entire organization.

This unique solution makes it simple to base your new plans on forward-looking data, existing plans or historic budgets, so you can manage workflows and collaboration efficiently. It makes it simpler to succeed.



Don't hope  
for the best.  
Get the best.

**Accenture's Agile Marketing Analytics Platform is an enormously powerful marketing tool, allowing you not only to analyze your current activity, but to optimize your future activity too.**

By simulating potential marketing plans against a variety of constraints and budget allocations, you get a window on the likely outcomes of future activity. So when you come to implement a plan, you know it has already been tested to increase your chances of getting the best possible results.

Our platform turns the complex data of competing variables into clear, actionable recommendations, delivered through a rich, simple interface. And in the process, it transforms the success of your marketing.

# Let's talk.



So, just how far could  
your business go with  
Accenture's Agile Marketing  
Analytics Platform?

**Agile Marketing Analytics Platform** is part of Accenture Interactive. Accenture Interactive helps the world's leading brands drive superior marketing performance across the full multichannel customer experience. Working with over 4,000 Accenture professionals dedicated to serving the marketing function, Accenture Interactive offers integrated, industrialized and industry-driven marketing solutions and services across consulting, technology and outsourcing powered by analytics. Follow [@AccentureSocial](#) or visit [accenture.com/interactive](#).

## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with approximately 259,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$27.9 billion for the fiscal year ended Aug. 31, 2012. Its home page is [www.accenture.com](#).

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