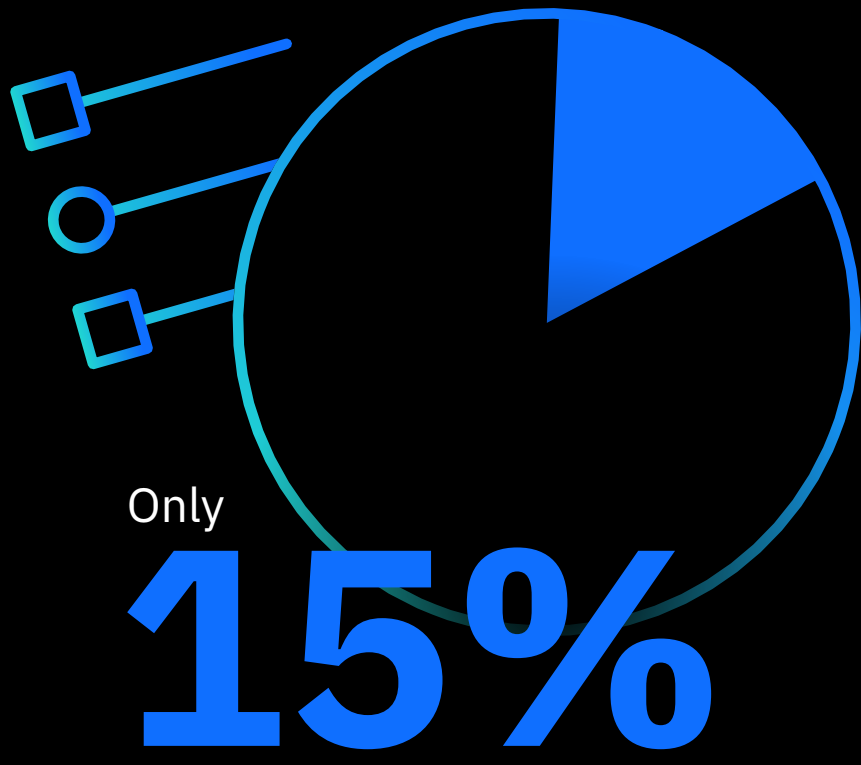
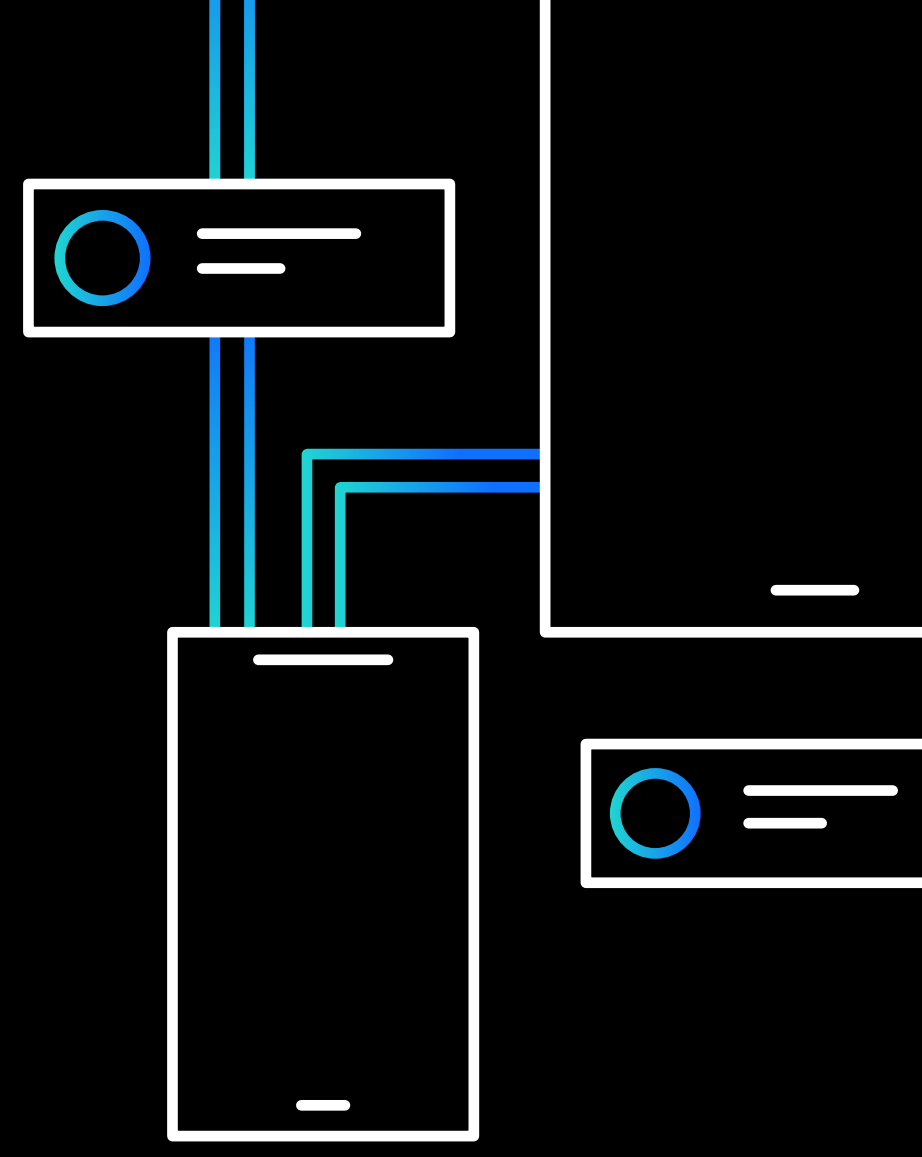


# Modern marketing: how to plan for change

The modern consumer has ever-growing expectations, and an ever-shrinking attention span.

That's why it's crucial for marketers to make data-driven decisions quickly and possess the agility to change plans when market and customer demands shift.



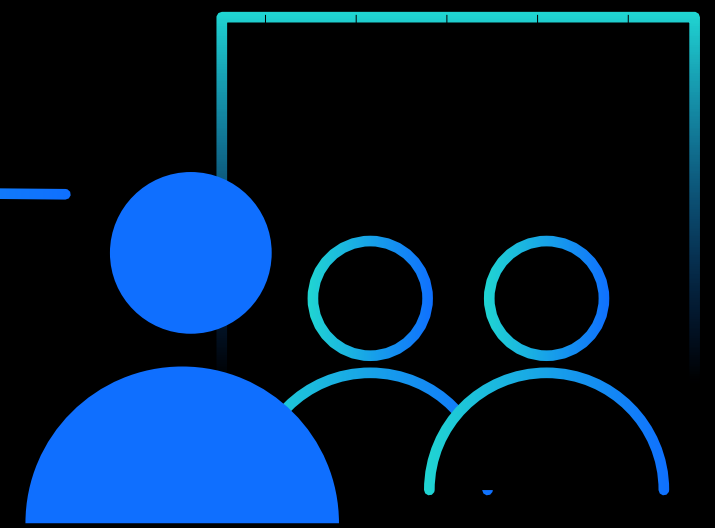
of marketers say they are confident in how they manage their planning process

## Sophisticated planning

The ability to respond as customer preferences change is crucial for marketers. Only an agile, flexible solution helps ensure you can pivot when the tides change.

## Focus on what matters

When marketers are tied up with wrangling spreadsheets and collecting data, they can't focus on strategy or applying insights.



**1/3**

of marketers take 10+ days to compare actuals against budget

**85%**



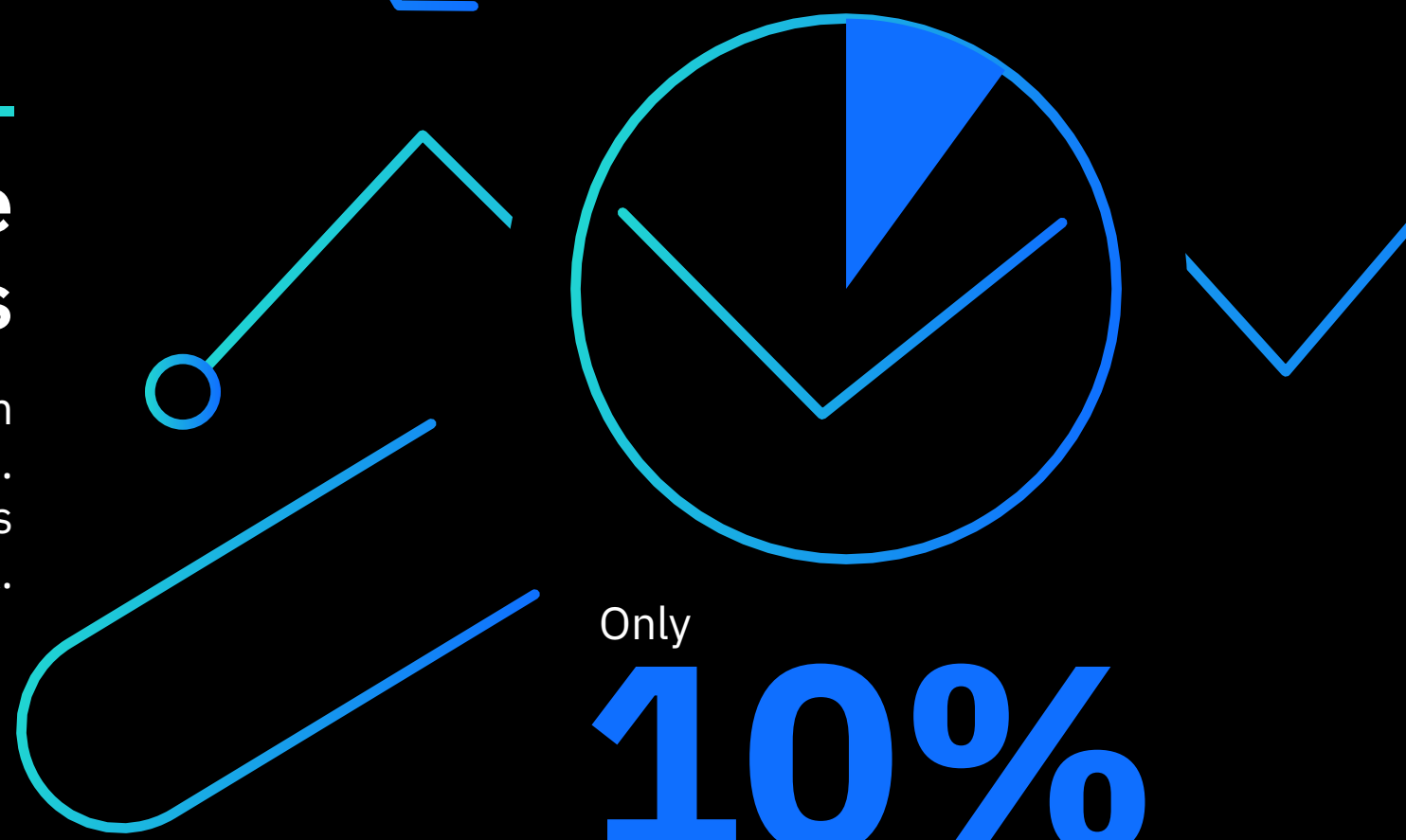
of companies that collaborate effectively excel at planning

## Teamwork makes the dream work

When it comes to reliable data and forecasts, silos are the enemy. Unifying marketing and sales data into one view helps drive more effective campaigns.

## Align with top-line objectives

It's key for departmental and team objectives to align with corporate goals. Complete visibility into all data sources helps ensure you're on track.



of marketers can accurately measure their plan's impact on the rest of the organization

## Build marketing plans you can trust

Overcome common obstacles with more dynamic, collaborative planning analytics tools.

## Ask yourself these 4 simple questions:

1. Am I equipped to react quickly to changing customer demands?
2. Can I effectively align with other departments and business objectives?
3. Am I able to quickly determine the value of my initiatives by measuring ROI?
4. Is my data reliable and complete?

[Start Now](#)