

# ProTools Partner Program



Providing Accurate Answers on Marketing Effectiveness  
*Stop Guessing! Know. Act. Win.*



## Add Value for a Competitive Advantage

The world is changing and marketing service providers continue to look for competitive advantage to provide new services and to add value and sell more existing services.

Marketing services providers such as, market research companies, strategic consultants and media agencies are seeing their margins erode as the Internet has begun to make inroads into specific service offerings. Service providers are seen as just that: Providers of Service. Their ability to be seen as providing strategic value continues to erode as the Internet forces price reductions and the added value that used to be provided, is no longer being compensated for.

## Be a Strategic Partner with Your Clients

ProTools™ brings new capabilities to bring marketing services providers back to the strategic table through its MarketSim® software. MarketSim provides unsurpassed strategic and tactical marketing decision support to major brands looking to drive their revenue, profit, brand and market share. By adding MarketSim marketing modeling and ROI solutions to their portfolio, additional services can be identified and required by their clients. Because MarketSim brings the marketing service provider to the strategic decision process, the sky's the limit on offering additional revenue generating services to the mix.



## Provide High(er) Value Answers

MarketSim answers extremely valuable business questions facing your clients everyday:

- Is the media investment optimized across channels?
- Is social media really delivering ROI?
- Are our trade activations a better or worse value than mass media?
- How can we optimize our new brand launch?
- Is our creative really delivering as we expected?

Help your clients to **Stop Guessing** in answering these critical questions plaguing them every day. Help them to **Know** which investments they need to execute so they can **Act** with confidence to **Win** in the marketplace.

## Impact on Your Entire Business


Some of our partners have experienced a 2-fold increase in new services over and above the MarketSim strategic marketing decision support project.

And because MarketSim also supports ongoing tactical marketing decisions, our partners find new ways of taking advantage of their continued high-level engagement with their most valuable business questions.

## Saving Jobs & Getting a Client for Life

Launching a new product is the most challenging and risky activity for all companies. Jobs and careers are on the line. If the media investments aren't properly aligned with distribution, the money can be literally thrown out the window.

Our MarketSim can help you provide strategic decision support to this critical function for your client. Let us show you how to turn this into a win-win for you and your clients.



Let us help you in driving success in your markets. Let us show you the value that MarketSim solutions can bring to your marketing plans so that you can know what's going to happen.

**PR**  **Tools**

**PR**  **Relevant**

Market  
Sim®

Through its trained and certified ProTools Partner network, ProRelevant delivers strategic marketing solutions based on MarketSim Agent-based modeling and simulation software. These solutions are unsurpassed in their accuracy and dependability in representing how consumers make purchase decisions.

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