

Marketers need to be able to provide great results in a predictable, accountable way, so that they can meet and exceed corporate objectives, maintain and grow their budgets and earn their bonuses. They need a marketing machine where they can reliably insert dollars and extract sales and profits with high ROI and high certainty.

To build a marketing machine, marketers must develop the right processes so they can track and optimize consumer perceptions and their on- and off-line responses.

Best-in-class marketing is built on an ideal combination of art and science. Art is required to develop concepts that will create a lasting impression and change consumer behavior. Science is required to amplify the artistic and creative concepts to grow sales in the short- and long-term in a reliable and profitable way.

ProRelevant builds Marketing Machines reflecting how consumers make purchase decisions with the required analytics to support marketers so they can:

1. Make data informed decisions
2. Execute in the marketplace with optimal marketing actions
3. Respond to market dynamics as quickly and as certainly as possible



ProRelevant has developed a scalable suite of customizable tools to support marketers across all industries, channels and products. > OVER

There are three components to a Marketing Machine:

Brand Equity Machine

The **Brand Equity Machine** monitors and tracks three critical dimensions of how your brand is perceived by the consumer:

MindPower

MindPower tracks the consumer as they move down the purchase funnel

MarketPower

MarketPower tracks how your brand is perceived relative to the competition

MoneyPower

MoneyPower tracks the value of your brand and how it can demand higher prices

Marketing Data

The capture of **Marketing Data** is central to any analytics. ProRelevant provides **Marketing & Sales Data Audits** and **Marketing Dashboards** to make certain you're capturing and tracking the right data in the right way with the right granularity to support data-driven decision making.

Marketing & Sales Data Audit

Marketing Dashboard

Marketing Modeling

Analyzing marketing and sales data requires **Marketing Modeling** to connect your marketing actions to desired consumer response and eventual conversion to sales. ProRelevant provides advanced analytics enhanced with machine learning and AI to optimize any marketing action.

Marketing Mix Modeling

Marketing Pathways Analysis

MarketSim Category Analysis

Marketing RCT Analysis

CASE STUDY

Working with a Fortune 500 Financial Services company, we've built many of these components to deliver and support growth rates of over 25% per year, leading to billions in incremental sales from marketing.

ProRelevant's Marketing Machine contributed heavily to the company's marketing decision making and has identified an ROI on the Marketing Machine

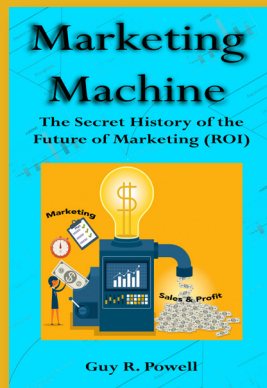
of just under \$1 billion over the last few years.

ProRelevant has a deep understanding of marketing modeling and how strategic and tactical marketing actions can influence on- and offline consumer purchase behavior. We have a globally recognized team with many years' experience and unsurpassed credentials.

We build Marketing Machines.

Marketing Machine The Secret History of the Future of Marketing (ROI)

For a detailed look at building **MARKETING MACHINES**, download the book from amazon.com or lulu.com



BUILDING MARKETING MACHINES

BY PROVIDING STRATEGIC AND

TACTICAL MARKETING ANALYTICS

AND CONSULTING FOR BRANDS

LOOKING TO GROW THEIR SALES

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