



Make collaboration your competitive advantage

Marketing teams are under pressure to achieve more with the same budget across a broader range of channels, and deliver a more engaging customer experience – all without increasing head count. Teams that work together brilliantly can achieve miracles – but this doesn't just happen on its own.

Simple's Intelligent Marketing Resource Management system gives marketers the visibility and the tools they need to boost productivity while eliminating inconsistency and risk through streamlined workflows and improved collaboration. It all happens on one central platform for marketing, providing a single source of truth across planning, briefing, people, partners, approvals, assets and outcomes, enabling you to maximise ROI and drive growth.

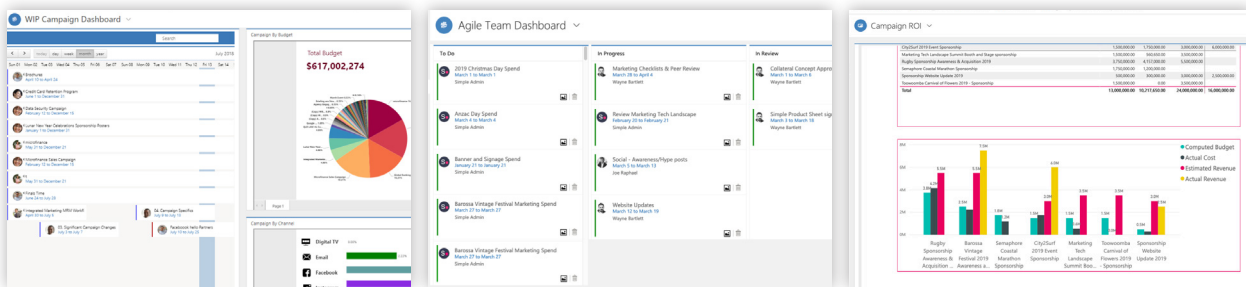
Simple. Empowering marketing teams to achieve more.

www.simple.io

hello@simple.io

simple.

How Simple helps marketers be more effective



Work-in-progress: Plan, view and drive work

Workflows: Improve collaboration

Dashboards: Track and optimise ROI

Top 5 marketing operational issues How Simple solves them

No idea what marketing activity is in development, in market or about to launch

Central marketing platform provides single source of truth across all activity;
Calendar shows plans and campaign detail

Marketing struggles to work effectively across teams, tools, brands, agencies and channels

Intelligent briefing, streamlined workflows, templates and **approvals** help teams reduce lead times and increase capacity through improved collaboration

Marketing cannot show compliance with regulatory or brand governance requirements

Automated in-platform compliance workflows and **approvals** that capture revision history and audit trails make compliance and governance easy

Unable to find, share or re-use approved marketing assets effectively

Digital asset manager enables teams to easily store and share approved assets; Retains working files, metadata and IP information for easy re-use

Siloed data and no central view of ROI

Campaign dashboards integrate with channel tools to provide a view of key results so you can track and optimise ROI

How customers achieve more with Simple

- Additional **20% capacity** created at major financial brand after cutting marketing admin time by 50%
- Up to **25 hours** of operations/traffic management per week reduced to just minutes with instant WIP reporting
- Streamlined process enabled major retailer to complete **300 extra** campaigns in year 1

We'd love to help your marketing team work smarter and achieve more. Contact us for a chat today.