

Complex, Meet Simple



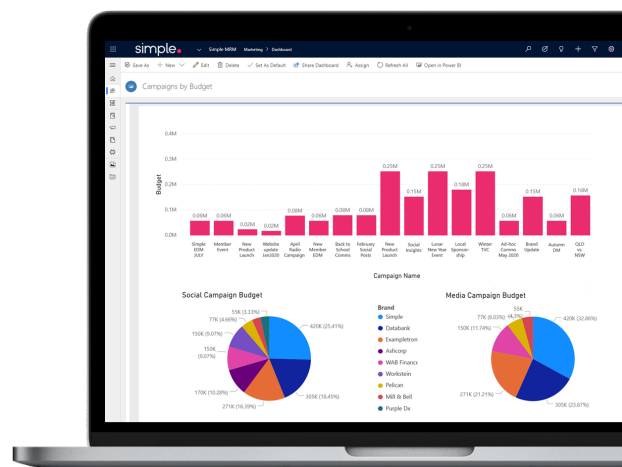
Great marketing is a delicate balance of many moving parts all operating in harmony. But if it's an operational nightmare getting campaigns to market, you won't be successful.

Simple transforms marketing from the inside out. Our intelligent marketing operations platform does the legwork so you don't have to, eliminating complexity, saving time, and providing insights - so you can unlock marketing performance and drive growth.

Marketing Performance Unlocked

It shouldn't be so hard to identify which marketing activities move the needle. Simple provides a unified view of marketing plans, activity and outcomes, giving you the visibility and control to boost productivity and ROI, drive savings and generate growth.

- **Centralised marketing calendar:** Get a single view of plans, budgets, activity and outcomes, and optimise ROI
- **Intelligent Brief™:** Capture all the information you need to get the job done right the first time
- **Bespoke dashboards:** Visibility over team and financial data by brand, product, division and channel lets you optimise your marketing mix
- **Ask a question:** AI-based insights help you understand how to operate more efficiently and get more impact for your efforts



\$22M REVENUE SAVED IN FIRST 12 MONTHS
– RETAIL GROUP

Built on Microsoft

No one gets fired for buying the best. Simple is the only enterprise marketing operations solution built on Microsoft's Power platform, with Azure AI and Power BI -- so you get innovation with peace of mind.

- **Artificial Intelligence:** Leverage Microsoft's plain language analytics queries to pull insights from your team and activity data
- **One ecosystem:** Integrate easily with Adobe, SAP and hundreds of apps in the Microsoft ecosystem without complex IT implementations that can take years
- **Secure and reliable:** Simple combines ISO certification with the reliability and accessibility of Microsoft including Single Sign-On.

www.simple.io

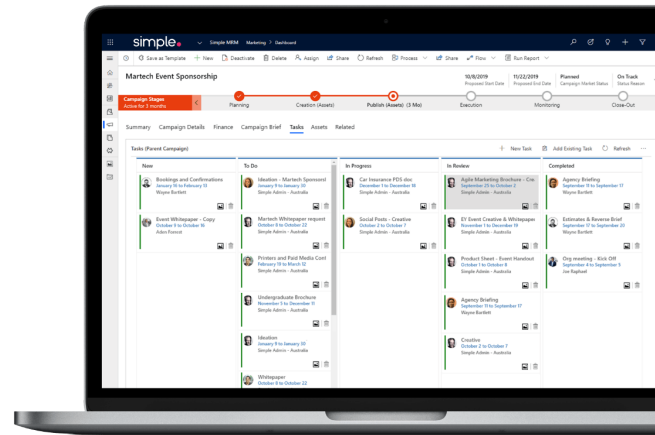
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Collaboration and Agile

Orchestrating great marketing is impossible using out-dated tools like email to manage today's multichannel marketing campaigns. Simple ensures your work is always on-brand and on time, so you can be confident you're on top of marketing while staying under budget.

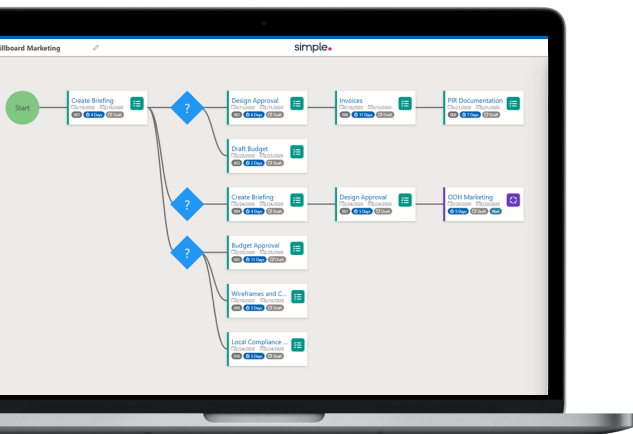
- **Asset mark-up:** Flexible document mark-up functionality consolidates brand and governance amendments for internal teams and agencies
- **Dynamic planning:** Never compete with your own brand in-market again. Overcome silos and know what's been done, what's coming next and when to schedule activity
- **Easy resource management:** Prioritise requests, allocate work and utilise team resources efficiently to increase speed
- **Kanban board:** In-platform kanban boards support agile teams and make monitoring work-in-progress a breeze



71% REDUCTION IN CREATIVE REVIEW ROUNDS
– MAJOR BANK BRAND

Compliance and Workflow

How do you know your compliance process has been followed before your campaign goes to market? Standard operating procedures, built-in approvals and final assets captured in Simple provide certainty, reduce risk and lower regulatory costs, saving time and boosting productivity.



- **Workflow builder:** A beautifully simple way to link all the steps and people you need in streamlined workflows
- **Customised approvals:** Design your approval processes with tiers, roles and conditional logic and get campaigns in-market faster
- **Compliance with confidence:** Know marketing always has the right approvals and audit trails to satisfy governance requirements

100% MARKETING COMPLIANCE, UP FROM 67%
– FINANCIAL SERVICES BRAND

Centralised Asset Library

Sick of trawling through inboxes or waiting hours for agencies to find creative assets? Simple's searchable asset library enables you to maximise speed to market and reduce production costs.

- **Find, share and re-use:** Simple's Centralised Asset Library stores all your approved assets for easy use, editing and re-use throughout your organisation
- **Tag and categorise assets:** Easily track IP expiry and keep all your marketing materials up-to-date without the expense of agency updates
- **Internal studio:** Run and support your internal creative studio with Simple's Asset Library and workflow/approval capability, or integrate with your existing solutions

Say goodbye to complex and hello to Simple.

Contact one of our team for a demo.

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