

# Plan, Execute, and Measure your Marketing Spend with a Unified Marketing Platform on Azure

CPG's marketing functions often suffer from extended lead times in modeling and measurement, limited visibility into performance and planning, and sub-optimal ROIs in campaigns.

## End-to-end marketing personalization support from planning to measurement







## Our ML-enabled framework provides marketers a scientific way to plan and allocate their marketing budget.

- Financial Planning – Align financial plans with marketing spend through simulations at channel and category level
- Identify – Audience selection and personalization of content
- Orchestrate – Map customer journeys across lifecycle segments
- Measure – Unified measurement, experimentation using Test and Learn, and retention of learnings from successful campaigns to design new campaigns


Reach out to us at [alliances@tredence.com](mailto:alliances@tredence.com) for a demo.

Tredence is an AI engineering and analytics company that focuses on the last-mile delivery of insights into actions by uniting its strengths in business analytics, data science, and software engineering.


## Marketing data platform features

 <p><b>Data Mart Preparation</b> Gather data from multiple sources and harmonize to create a dataset for ML model development</p>	 <p><b>ML Model Build</b> Feature engineering and robust ML model development</p>	 <p><b>Planning</b> Align finance and marketing AOPs; make periodic adjustments</p>
 <p><b>Personalization</b> Real-time/on-demand audience selection and personalization tool</p>	 <p><b>AI Orchestration</b> Engine to send the right message to the right consumer at the right time</p>	 <p><b>Measurement</b> Campaign-specific; Consumer Health; Unified Measurement</p>


## Business Impact



11% average lift in ROAS



9% reduction in cost metrics, like CPC, CPM, CPI



50% improvement in time taken to plan and align

**Tredence assists businesses in developing an end-to-end marketing platform to optimize spends and reduce planning and measurement time.**

