

## FivexFive AdMap The Marketing Mix Optimizer

### The Problem

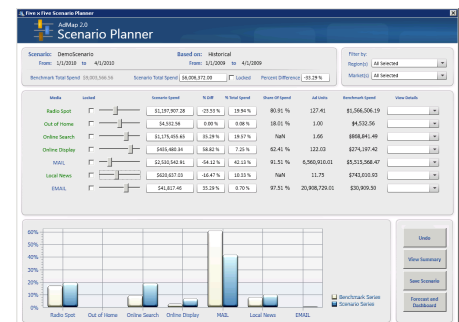
Today's marketers are being held more accountable for their marketing plans and activities. They must be able to justify marketing spend decisions and ensure that they can deliver the highest ROI possible. Unfortunately, many marketing organizations are unable to accurately measure the effectiveness of their strategies, and as a result, often allocate their marketing dollars toward less than optimal media vehicles.

### Common Solution

Many companies rely on sales projections based on historical media performance and presumptions of what has historically worked and didn't work to build multi-million dollar marketing strategies. However, this planning methodology is highly subjective and only loosely based on analytics. To ensure the highest return on marketing investments, marketers must understand the relationships between sales and different advertising vehicles, relationships that are multi-faceted and often highly complicated.

### The AdMap Solution

AdMap is an optimization tool that uses advanced mathematical programming techniques to build the best possible marketing mix scenario for your product. This multi-user desktop application displays the strength of your advertising and marketing vehicles and identifies any indirect effects that they may have on each other. Incorporating your business constraints with this media information help you to understand the tradeoffs of your marketing spend decisions.



#### Key features:

- Analyzes complex relationships between sales and multiple marketing stimuli
- Enables users to simulate what-if scenarios that allow you to compare and contrast marketing spend decisions
- Optimizes your marketing mix and spend allocation to maximize your marketing ROI
- Highlights media over-saturation, thus allowing marketing resources to be optimized and efficiently redeployed into under-saturated media
- Allows user to flexibly compare any two marketing plan scenarios (historical vs. forecast, forecast vs. forecast, forecast vs. optimized forecast, etc.)
- Provides the ability to forecast and optimize by media, geography, campaign and product
- Measures effectiveness of your marketing program and allows you to share the data, assumptions and results across the organization

