SEVEN WAYS DISTRIBUTED MARKETING MANAGMENT PLATFORMS IMPROVE

RETURN ON MARKETING INVESTMENT

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DataSource
Power Your Brand

Return on Marketing Investment Opportunities

- Reduce Content Creation Costs
- Maximize Marketing Assets
- Eliminate Redundancies
- Reduce Corporate Marketer Interaction
- Automate Administration Functions
- Save On Procurement & Supply Chain Costs
- Leverage All End-to-end Services

As a marketer, you continue to feel the squeeze of tight budgets. Expectations continue to rise while access to resources become more restricted. Making the most of scarce resources through the use of a distributed marketing management platform that encompasses both services and technology, helps us as marketers deliver the best results without going over budget. Distributed marketing service and technology platforms allows you to automate labor-intensive marketing processes to save time, reduce costs, control your brand and make the most of limited resources.

Distributed marketing service and technology platforms, like MarketNow from DataSource, provide a wide variety of solutions that help marketing managers plan, create, execute and measure multi-channel branded programs to the local market. There are five benefits of using MarketNow that are often cited by marketing professionals:

- **Maintain brand control**
  Distributed marketing management technology allows corporate marketers to give individual locations the power to localize marketing collateral while maintaining brand standards.

- **Save valuable time**
  Corporate marketers are able to take the pressure off of corporate and local professionals at each level by maintaining an online marketing storefront where local marketers can create and fulfill localized marketing materials.

- **Shorten campaign implementation time**
  Distributed marketing management platforms make the process of creating and implementing marketing strategies faster and efficient.

- **Reduce marketing costs**
  Marketers using distributed marketing management technology can reduce costs associated with creative versioning, eliminate the inefficient management of digital assets, streamline workflows for efficient fulfillment.

- **More than technology**
  MarketNow is seamlessly integrated into DataSource's proven brand supply chain services, providing marketers with a true end-to-end brand management solution.

Each company using MarketNow has their own formula for calculating cost savings. However, the seven opportunities outlined in this paper apply to every company. Cost savings can be calculated after each opportunity is reviewed and marketers are given the option to aggregate these calculations to determine the real benefits of using a distributed marketing management platform. The result of these calculations is an estimate of the return on marketing investment delivered by DataSource.

OPPORTUNITY #1: THE COST OF CREATING CONTENT

The creation of marketing collateral is typically done by one person who creates one version, one piece at a time, then creates versions for the local market as needed; we call these "one-offs." So, one poster for a brand with 500 locations could take weeks to version. While it may initially appear that one employee can handle content creation without putting a strain on the finances of a company, the truth is that this method is inefficient.

Content creation must be thought of as a dynamic process. Distributed marketing management platforms start with the basic concept that one designer creates a piece of content. This aspect of content creation is expanded to take the dynamic nature of content into account. Consider a graphic artist is tasked with making subtle changes to a creative piece to appeal to local markets in a variety of regions. MarketNow allows this

individual to design a basic template using mapping to connect the data to the creative, allowing flexibility within a framework, and makes versioning fast and easy.

With MarketNow, profile data is saved and mapped to templates. Local marketers are then able to retrieve location-specific templates populated with the previously saved data. No emails going back and forth, no project management minutia and no need for marketers to go through the hassle of asking the graphic designer to recreate the content when the data changes.

Companies that do not use a distributed marketing management platform will spend time and money on manually making local changes on a routine basis. Many of these companies use the services of an agency to complete this task, but the costs of outsourcing content creation are often high.

Opportunity #1 Calculator:
Time to create and project manage new marketing collateral: _____(a)
Time to create and coordinate a new version of the original: _____(b)
Complete cost for graphic designer (hourly rate) or hourly agency cost: $_____(c)
Total cost to create a new collateral: (a x c) $_____(d)
Total cost to create an updated version of an existing layout: (b x c) $_____(e)

With MarketNow
Time to create a distributed marketing template: (a x 2.5) _____(f)
Time required by the local marketer to version a template: (.25 hour average) _____(g)
Hourly cost of a local marketer ($50 recommended estimate): $_____(h)
Total cost to create a new collateral using MarketNow: (f x c) $_____(i)
Total cost to create unique collateral version using MarketNow: (g x h) $_____(j)

Savings
Total savings per unique version: (j - e) $_____(k)
Total difference in creation cost per piece: (i - d) $_____(l)
Estimated number of versions needed per piece across network: $_____(m)
Estimated number of annual collateral pieces generated: $_____(n)
Total savings per ad versioned: [(m x k) – l] $_____(o)
Total annual savings: (n x o) $_____(p)

OPPORTUNITY #2: MAKING THE MOST OF MARKETING ASSETS

Marketing asset management is complicated. As a marketer, you are often asked for files and collateral several times a day, in addition to being asked to version pieces of creative that may have already been done. The points below demonstrate how technology in a distributed marketing management platform is used to make the most of marketing assets and reduce ongoing costs.

- **Asset duplication**
  Even though, as marketers, we are the source of collateral creation, we are often unaware that assets are already available, and when requested by the field, start the creative process from scratch. This causes increased costs, that could be avoided with proper management in both time and hard expense. MarketNow consolidates marketing assets for easy access, reducing the likelihood of asset duplication.

- **Marketing assets expire**
  When assets expire, marketers often spend significant graphic design time to revise previously completed creative pieces. The dynamic content creation feature of a distributed marketing management platform allows marketers to overcome this challenge. With a solution like MarketNow, when an image or piece of copy within a template expires, it can easily be replaced across multiple pieces within minutes versus days of graphic redesign.

> **"Distributed marketing management platforms make the most of marketing assets and reduce ongoing costs."**

Opportunity #2 Calculator:

Asset Duplication

Average cost to procure asset:	$_____(a)
Estimated number of duplicated assets procured each year due to lack of awareness of an existing asset:	_____(b)
Total Savings from elimination of duplicate processes: (a x b)	$_____(c)

Asset Updating

Complete cost for graphic designer:	_____(d)
Number of marketing materials where a single image was used:	_____(e)
Estimated time required for replacement using traditional methods:	_____(f)
Time required to update asset with MarketNow (DataSource estimates .5 hours):	_____(g)
Total cost for updating an asset: (d x e x f)	$_____(h)
Total MarketNow Cost for updating an asset: (d x e x g)	$_____(i)
Total cost savings from asset update within MarketNow: (h - i)	$_____(j)
Annual number of assets requiring updating:	_____(k)

Savings

Total estimated annual savings with MarketNow: (j x k)	$_____(l)
Total savings from MarketNow: (c + l)	**$_____(m)**

OPPORTUNITY #3: CUTTING OUT REDUNDANCIES

While saving money on content creation is important, the fact is, content creation is not always the most expensive part of a marketing campaign. Planning the campaign, selecting the right vendors to help implement the campaign, managing the budget and coordinating implementation are all costly tasks.

These costly tasks are particularly troubling for local marketers who are dealing with tight budgets. Marketers on the local level may not be familiar with launching a marketing campaign. Even experienced marketers may find they cannot manage costs when launching a small-scale advertising campaign that must perform as well as larger campaigns.

Automating the tasks mentioned above can save substantial amounts of time and money for local marketers. MarketNow automates these tasks to take pressure off local marketers who may not have access to resources or know how to properly manage the entire campaign. Local marketers are then left with straightforward responsibilities including selecting marketing assets, entering local data, ordering assets and making payments for advertisements.

Campaign coordination is completely automated with the MarketNow platform. Marketing campaign files are sent to the appropriate publication or printer. The best file formats for each advertisement are selected, and distribution lists are automatically sent to ensure that the target audience sees the advertisement. We even take care of sending payments to vendors. These are just a few of the automated tasks MarketNow can simplify for you.

The local marketer is not responsible for coordinating the marketing campaign when a distributed marketing management platform is used, freeing up their time. The pressure of running several different local marketing campaigns at once and balancing their everyday responsibilities often results in a local marketer not following through with campaigns. Automating the process ensures a seamless campaign launch.

Opportunity #3 Calculator:

Redundancy Reduction
Number of local marketers in your network: _____(a)
Hourly cost of a local marketer ($50 recommended estimate): $_____(b)
Average number of campaigns per local marketer per year: _____c)

Time Factors
Average amount of time required to coordinate a campaign: _____(d)
Amount of time required to coordinate a campaign on MarketNow
   (.25 hours estimate according to DataSource): _____(e)

Savings
Total time savings between average process and MarketNow: (d - e) _____(f)
Total cost savings per marketer per ad or campaign: (f x b) $_____(g)
Total annual savings from marketing fulfillment automation: (a x c x g) **$_____h)**

OPPORTUNITY #4: TAKING THE PRESSURE OFF OF CORPORATE MARKETERS

As a corporate marketer, you launch national and local ad campaigns. Your team must support local marketers, but spending significant amounts of time and money on local marketing campaigns is not an efficient use of the talents of your team. Many problems that arise are often due to the actual implementation of a marketing campaign. Corporate marketers are often saddled with the task of fielding support calls that are not high on the company's priority list.

MarketNow allows local marketers to find answers to their questions without contacting the corporate marketing team. This self-service feature allows corporate marketers to focus on developing campaigns by significantly reducing the number of support calls. The platform also allows local marketers to easily request approval for marketing campaigns without directly contacting the corporate marketing team.

Opportunity #4 Calculator:

Average time in hours corporate marketers spend on local projects: _____(a)

Average number of projects launched at the corporate level: _____(b)

Number of local markets: _____(c)

Total time corporate marketers spend on local projects: [a x b x c] _____(d)

Percentage of requests that could be completed through a self-service solution: . _____(e)

Average hourly cost of a corporate marketer: _____(f)

Savings

Total savings from self-service resources: [(d x e) x f] $_____(g)

OPPORTUNITY #5: ADMINISTRATION AUTOMATION

Distributed marketing solutions provide services with technology that enables more savings by automating administrative tasks. DataSource does this several ways:

- **Multiple bids for program execution**
  With our OneSource technology and certified supplier network, we go to the market for you to find the best pricing on the most appropriate items. Our research shows that requesting 3+ bids can save you over 20% on the project. Your account team manages the savings for your team. So, you are saved the hours it would take your team to research the right vendors, ask the right questions about their equipment and collect apples-to-apples proposals. Processes that are removed and automated for you, every time.

- **Cash management**
  DataSource handles all financial transactions with various manufacturers, including billing and collection of expenses incurred from the local markets. That means your marketing team is free of managing invoices from manufacturers to account, and your accounting team is no longer in the business of invoicing and collecting from local markets. Hundreds of invoices are now automated, saving your organization time and money.

- **Inventory management**
  DataSource can hold all inventory and invoice field and corporate locations when a product ships from the centralized warehouse or manufacturing facility. This spreads out the total cost of ownership across time and combines multiple types of products onto one invoice for location specific orders.

- **Daily interactions and transactions**
  All interaction with field locations, franchisees and regional managers is focused through a DataSource powered e-commerce portal called, "The Brand Store." This "always on" resource is available 24 hours a day, seven days a week. It is a one-stop shop providing any product used by field locations. Local marketers can customize and order inventoried items, web-to-print, print-on-demand, point-of-sale, direct mail, email, apparel and specialty products. The Brand Store enables local multi-channel marketing while maintaining brand control, corporate compliance and reduced time and cost. All shipment activity submitted through the site can be tracked in real-time and reports for web activity are easily available directly from the site with a few clicks. You no longer have to manage multiple vendors to produce multi-channel products and programs. This means you save time. Lots of time.

> **"The Brand Store enables local multi-channel marketing while maintaining brand control."**

Opportunity #5 Calculator:

Administration Automation Solutions
Average time in hours corporate marketers spend collecting bids
(Take number and multiply by three):   _____(a)
Estimated follow-up time in hours to ensure apples-to-apples comparison: _____(b)
Average time in hours invoicing local service providers: _____(c)
Time spent in hours collecting expenses from local markets: _____(d)
Total time spent in hours managing administrative tasks: (a + b + c + d)   _____(e)

E-commerce Solution
Average time spent in hours on daily brand related interactions with local markets: _____(f)
Average number of brand related interactions with local markets per year: _____(g)
Total time spent managing administrative tasks: (f + g)   _____(h)
Number of local markets: _____(i)
Average hourly cost of a corporate marketer: _____(j)

Savings
Total savings from self-service resources: [(e + h) x i x j] $_____(k)

OPPORTUNITY #6: ELIMINATING SILO BUYING WITH PROCUREMENT AND SUPPLY CHAIN SAVINGS

Procurement and distribution tasks are a major area where a company can create cost savings and efficiencies. These tasks may be spread across several individuals in your organization, each responsible for supplier selection, budgeting, executing orders, invoice approval, directing distribution and managing supplier relationships for their individual departments.

DataSource's MarketNow manages all aspects of development, design and delivery of materials your company needs to support field locations and effectively market to their local customers. Our experienced sourcing and procurement professionals understand your brand needs and make suggestions that align with your goals. We work with a variety of

suppliers through our OneSource Certified Supplier Network and are objective in our recommendations. This ensures your company will receive the best combination of product and price. Our team personally manages and measures quality, manufacturing, cost and delivery – so you don't have to.

By consolidating efforts of researching, sourcing, procurement, inventory management and distribution with DataSource, our client companies save 15%- 30% on direct and indirect spend within the first year of partnership. Reduced operating costs and increased value of overall spend can also improve your bottom line as savings found in supply chain increases EBITDA.

Opportunity #6 Calculator:

Procurement and Supply Chain Savings
Average spend per year on procurement: _____(a)
Average spend per year on supply chain: _____(b)
Total spend per year on procurement and supply chain: [a + b]   _____(c)

Savings
Total savings from silo buying elimination: (c x DataSource's proven rate of .15) $_____(d)

OPPORTUNITY #7: LEVERAGE OUR END-TO-END SERVICES, SAVE MORE

Today's spend is complex and includes management of marketing materials, printed materials, training materials and promotional items. Beyond print, marketers need an integrated plan to distribute elements across all channels: web, social, mobile, email, promotional merchandise and more. The incorporation of marketing resource management principles at DataSource enables direct cost savings, efficiency gains and improved effectiveness. You can also expect better ROI tracking and greater alignment between the national brand and local market.

DataSource does this through a full service, end-to-end solution, MarketNow. Companies leverage our marketing management services to drive success while being able to measure, analyze and optimize each campaign's performance. The more services your company is subscribed to the more you can leverage against the total spend and the more money you save.

Opportunity #7 Calculator:

Leverage All Of Our Services

Average time in hours corporate marketers spend on reporting campaign performance: _____(a)

Average number of local projects launched at the corporate level: _____(b)

Number of local markets: _____(c)

Total time in hours corporate marketers spend reporting on local projects: [a x b x c] _____(d)

Percentage of reporting that could be completed through our automated solution: . _____(e)

Average hourly cost of a corporate marketer: _____(f)

Savings

Total savings from automated reporting resources: [(d x e) x f] **$_____(g)**

ACHIEVING YOUR POTENTIAL SAVINGS – SELF FUNDING MODEL

The outlined opportunities to save on marketing costs generally apply to businesses that choose an end-to-end distributed marketing solution like MarketNow. However, the different approaches each company takes when implementing the platform can impact the final return on marketing investment.

With DataSource, your brand receives distributed marketing management technology, services and supply chain solutions you need to build, feed and run your technology solution — all while including managed services like warehousing, fulfillment and distribution to local markets. Because we offer services that drive down direct and indirect costs in conjunction with distributed marketing technology, our clients often find the initial supply chain-based savings can fund ongoing improvement in technology and process. The cycle of savings can be spread across

the brand, so not only does marketing and local store execution benefit, but also operations, training, human resources and other departments that create branded materials for local use.

You can use the information found in this guide to determine your expected savings from a distributed marketing management solution like MarketNow. While this gives a general idea of cost savings, you can get a better idea of the Return on Marketing Investment your business can expect from MarketNow by discussing your unique situation with DataSource. DataSource helps marketers plan, create, execute and measure their marketing campaigns. The goal is to allow marketers to launch powerful campaigns that reach target markets without taking away valuable time and financial resources from the business, all while controlling the brand and making it easy for local use.

Let's Put It All Together

Saving Calculator Totals for Hard Costs
(savings your CFO will care about)
Creating Content Savings – Opportunity #1 line p: $_____(a)
Making the Most Marketing Assets Savings – Opportunity #2 line m: $_____(b)
Cutting Out Redundancies – Opportunity #3 line h: $_____(c)
Total Hard Cost Savings: (a + b + c) $_____(d)

Saving Calculator Totals for Services and Soft Costs
Taking the Pressure Off of Corporate Marketers Savings – Opportunity #4 line g: $_____(e)
Administration Automation Savings – Opportunity #5 line k: $_____(f)
Procurement and Supply Chain Savings – Opportunity #6 line d: $_____(g)
Leveraged Services Savings – Opportunity #7 line g: $_____(h)
Total Services and Soft Savings: (e + f + g + h) $_____(i)

Total Savings: (d + i) $_____

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ABOUT DATASOURCE

Relying on our deep industry expertise, DataSource delivers multi-channel campaigns that power national brands in local markets through our full service end-to-end brand management solution, MarketNow. Our solution allows supply chain and marketing executives to plan, create, execute and measure campaigns with a robust services offering and innovative technology.

Plan - Successful integrated brand programs start with our team of experts. From marketing to supply chain management, we have the expertise to support brands from the beginning.

Create - Print, digital, promotional and retail design assets enable local marketing while digital asset management streamlines the creative process without sacrificing brand equity.

Execute - Deliver your message on time and on target. Our marketing and supply chain experts will source, bid, buy and deliver the multi-channel materials you need, at a competitive price.

Measure - Effective reporting drives efficiencies and continuous improvement. We measure to manage end user satisfaction, campaign effectiveness, cost savings and improved cash flow.

With over 25 years of experience in executing branded programs, DataSource serves nationally recognized automotive, insurance, retail, financial services, and restaurants brands. DataSource manages over 18,000 SKUs for customers in 85,000 locations worldwide.

FOR MORE INFORMATION

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