

Marketing Performance Management for the Revenue-centric Marketing Leader

Want to run a data-driven marketing organization? Hive9 can help.

Marketing technology and measurement complexity has led to endless planning silos, inaccurate dashboards and spreadsheet overload. The revenue data CMOs have is fragmented, static, inaccurate and needlessly complicated. Instead of seeing the big picture, they may suffer from metrics myopia and revenue-blindness.

Marketing departments are continually asked to do more with less, requiring a different approach to how they plan and measure marketing performance.

Hive9 is the new approach.

With years of B2B marketing experience and frustrations with the status quo, we set out to design a marketing performance management solution that would help B2B CMOs, demand gen leaders, and marketing ops warriors who want to plan, measure, and predict revenue from marketing.

Hive9's marketing performance management solution aligns marketing with business goals, illuminates performance and helps revenue-centric marketers look ahead. Hive9 delivers value in days, so marketers can quickly see which initiatives work best and align investments to drive results. The cloud-based solution integrates and consolidates marketing efforts, investments and plans in a collaborative way, enabling revenue-centric growth and planning for the first time.

How do we do it?

Our software offers predictive analytics and data-based insights so marketers can improve their impact on revenue using unified, always-on reporting to measure actuals vs. plan and gain visibility into their performance and return on spend. Dynamic views and filters, code-free dashboards, scorecard configurations and built-in intelligence will guide you to your goals.

BENEFITS OF HIVE9



Plan : Get one view of all marketing plans and budgets

- Create and get one view of revenue-centric marketing plans that are aligned to corporate goals
- Eliminate planning silos with an agile collaborative planning environment
- Get one system of record for marketing that orchestrates the rest of your marketing tools
- Easily see all campaigns, calendars, and expected results
- Use multiple waterfalls to answer "what if" questions, predict outcomes, and plan for contingencies
- Increase budget efficiency with top-down meets bottom-up. See budget/plan/committed/actual by region/product/verticals



Measure: Measure what matters to get instant insight into performance

- Know which campaigns work and which don't, so you can make changes at the right time
- Get data-driven actionable insights via consolidated set of dashboards
- Drill down easily with dynamic views and filters
- Reduce painful manual reporting efforts
- Definitively prove marketing ROI and revenue impact with detailed touch point analytics and accurate attribution



Optimize: Optimize the customer lifecycle based on the way prospects and customers connect with you

- Engage prospects and customers based on actionable touch points
- Drive clear marketing actions based on customer behavior data
- Optimize customer engagement with tag management and next best messages
- Get a clear journey map of all the touch points from marketing and sales along your buyer's journey and customer lifecycle
- Retain customers and create advocates

Built to deliver value quickly for B2B marketers

- Built for B2B marketers by B2B marketers
- Up and running in days
- Cloud-based. Easy onboarding. Code-free configuration
- Pre-configured integrations to CRM, marketing automation, project management and financial systems

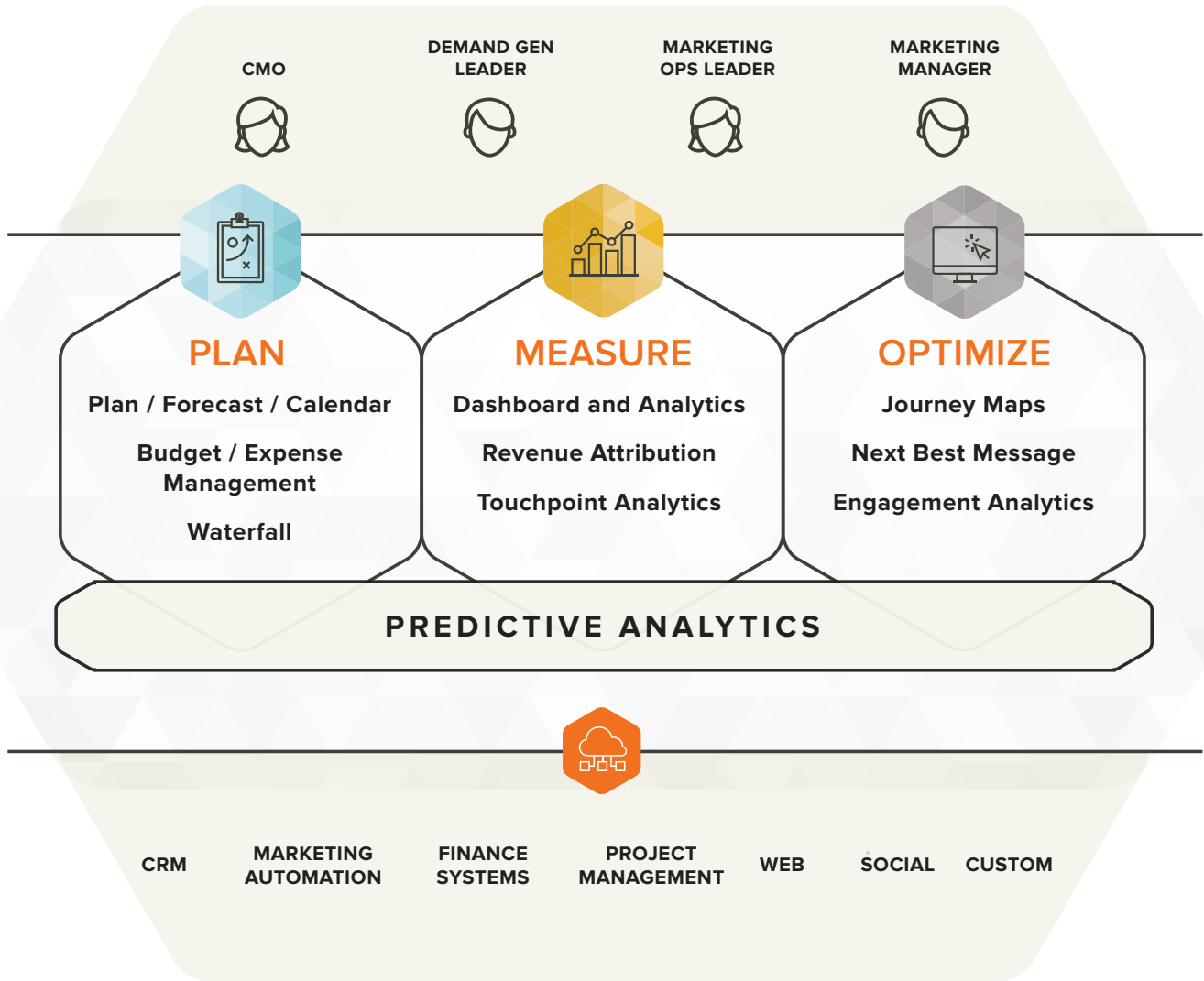
Hive9 addresses the most common questions B2B marketing leaders are trying to answer:

- Are our plans aligned to revenue goals in each region and for each product?
- Are we on track to meet our lead and budget goals?
- Where does my waterfall most need to improve?
- Which marketing programs work best to drive revenue?
- How are campaigns performing by product, region and vertical?
- How many prospect touchpoints are needed before a lead turns into an opportunity?
- How are the conversion rates between stages in our waterfall performing over time?

Hive9 is Modular

Hive9's solution consists of three integrated modules designed to run a successful, data-driven marketing organization. Hive9 is flexible, so a marketing team can start using the solution with any area of any module.

MARKETING PERFORMANCE MANAGEMENT



About Hive9:

Hive9 is the marketing performance management company. B2B CMOs, demand gen leaders and marketing operations experts rely on Hive9’s cloud-based solution to get one view of all plans and budgets tied to pipeline and revenue performance, optimize the full customer experience, and measure what matters to get real-time visibility that drives action and results. Unlike static spreadsheets and disparate, out-of-sync tools, Hive9 predicts and improves the impact of marketing and provides always-on intelligence with connections to leading CRM, marketing automation, finance, and project management systems. Hive9 customers include Zebra Technologies, TD Ameritrade, and Sage Software, and the company is based in Austin, Texas. To learn more, visit www.hive9.com or follow [@hivenine](https://twitter.com/hivenine) on twitter.