

Professional Services

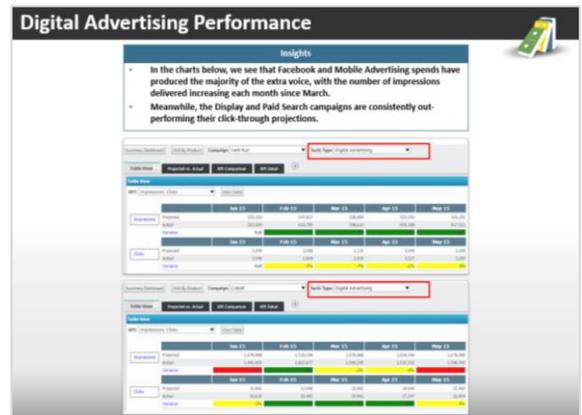
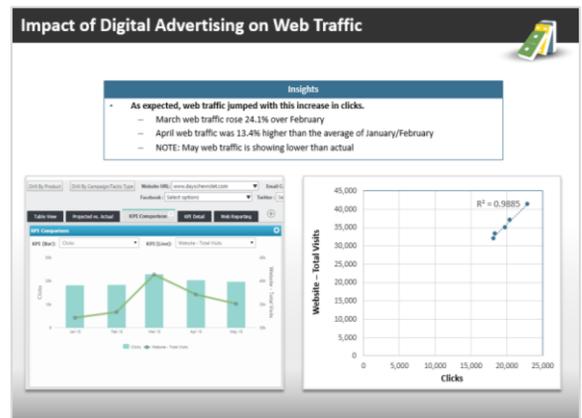
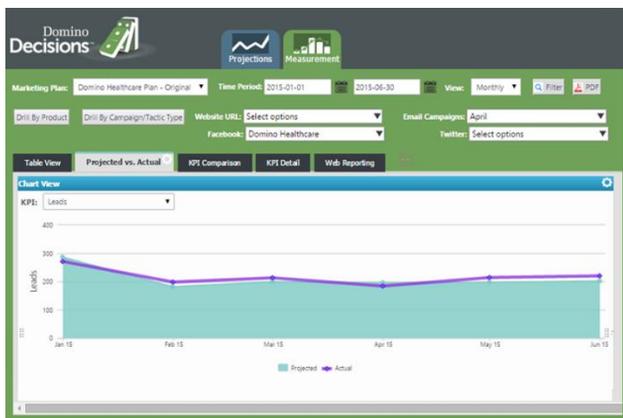


**You've got the right technology.
Get the people and processes to maximize its value.**

Outsourced Measurement & Analytics

No more scrambling to assemble reports from disparate data sources. Get integrated marketing performance insights that will allow you to fine-tune your marketing plans.

- Dedicated software administrator for measurement and analytics
- Marketing performance reporting
 - Intervals based on your needs (daily, weekly, monthly, etc.) as well as ad-hoc
 - Key metrics aligned with your goals
 - Deep-dive reports to investigate specific issues
 - Report distribution to key team members
- Insights
 - Interpretation of reports – what is the data telling us?
 - Consulting support for marketing plan adjustments to maximize performance



Outsourced Planning & Projections

Few marketers look forward to planning season... when your focus is diverted to researching costs, building calendars and budgets, presenting the plan, and getting it approved.

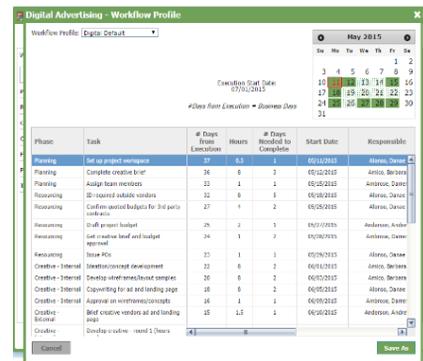
The Professional Services team leverages the power of Domino Decisions to make planning faster, easier, and more robust – while you and your team stay focused.

- Dedicated software administrator for planning and projections
- Tactical Library
 - Media outlets and tactical details
 - External and internal costs
 - Company-specific historical behaviors (e.g., click-through rates)
- Communications Planning
 - Communications calendar
 - Multiple scenarios as required to test marketing mix, weight, etc.
- Projections
 - Expected results of marketing plan scenarios
- Workflows
 - Executional workflows – when plan is approved, executional plan will be in place

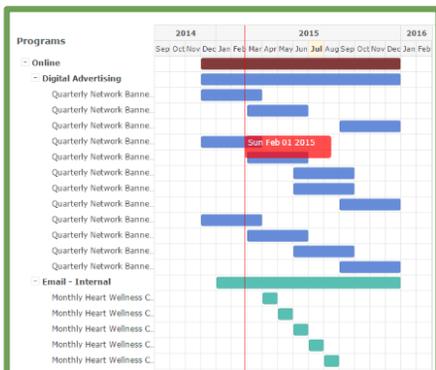
Projections Dashboard



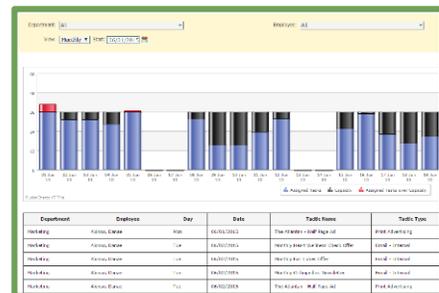
Workflow



Communications Calendar



Departmental Capacity



Professional Services

How many times has your company purchased a new software solution, only to see it become “shelfware,” because you didn’t have the people and processes in place to make it work?

With Domino Decisions, you get the technology needed for smarter, faster marketing.

And with Domino Decisions Professional Services, you get a dedicated administrator and expert assistance from an experienced marketing team.

This combination of people, process, and technology maximizes the value of the software while supplementing your in-house marketing resources.

Domino Solutions

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