

**Cloud-based  
software**  
to improve  
your marketing  
performance

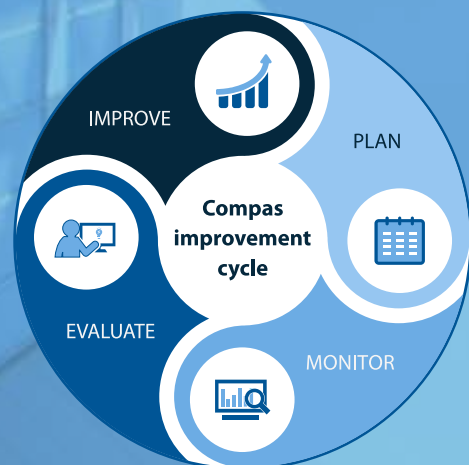
**compas.**  
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# Specialist Marketing Software

Streamline your business planning and improve the return on your marketing investment with Compas – specialist software designed by marketers for marketers.

## Discover the benefits of Compas

- Campaign planning and evaluation
- Automatic and manual campaign reforecasting
- Customer lifetime value calculation
- Trade promotion management
- Forecasting of subscription-type revenues
- Channel profitability analysis
- Supply and demand modelling
- Integrating multiple data sources (internal, external and manual)



**“It has transformed the way we are able to read and understand marketing results. We have, as a result, significantly optimised our marketing spend.”**

## Plan and analyse your marketing in one place

A rich planning environment combined with automated data feeds allow side-by-side reporting of actual and planned results. Rigorous financial evaluation lets you take control of your marketing budget and improve future allocation.

## Tailored to your business needs

The way a business plans and measures itself is part of what makes it unique, so Compas will be tailored to your precise requirements. Familiar metrics and terminology mean that your teams can reap the benefits of using Compas from day one. Most businesses can be up and running in a few weeks.

## See how Compas can improve the performance of your marketing team

- Easily build a detailed sales plan
- Full-year Profit and Loss forecast, merging actual and planned figures
- Monitor running events - update forecast based on actual sales
- Calculate ROI of marketing spend
- What-if scenario modelling
- Statistical and predictive analytics
- Retain multiple snapshots of the plan

# The Compas Advantage

Plan, monitor and evaluate your marketing in one place

## Save time

- ⦿ Automate repetitive tasks
- ⦿ Simplify the planning and budgeting processes

## Save money

- ⦿ Focus on the most profitable activities and customers
- ⦿ Reduce the administrative burden of planning and analysis

## Increase sales

- ⦿ Identify new opportunities with clear, customised dashboards
- ⦿ Put clear information and powerful analytics on every desktop

## Reduce risk

- ⦿ Reduce dependency on large spreadsheets and key individuals

## Operate more efficiently

- ⦿ Optimise stock levels with accurate and timely forecasts
- ⦿ Ensure consistent information throughout the organisation

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