

# Centazio

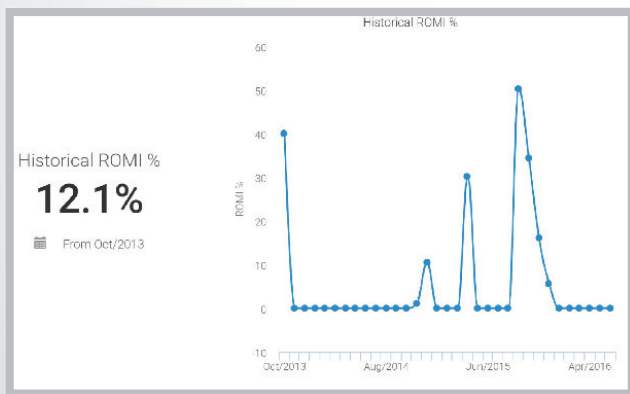
With consumers increasingly price conscious and competition heating up, CMOs are under pressure to maximize the ROI on their marketing spend.

The impact of marketing campaigns on Sales is one of the most relevant measures for CEOs.

Most CMOs use gut feeling whilst CEOs and CFOs are demanding better metrics.

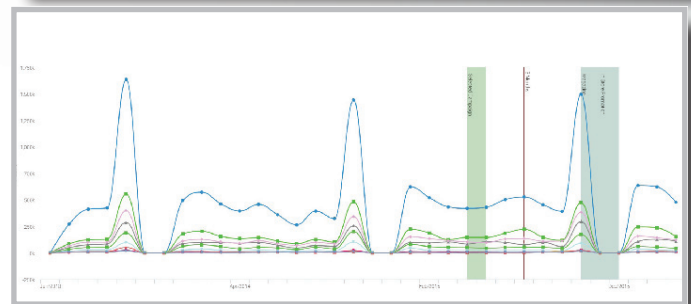
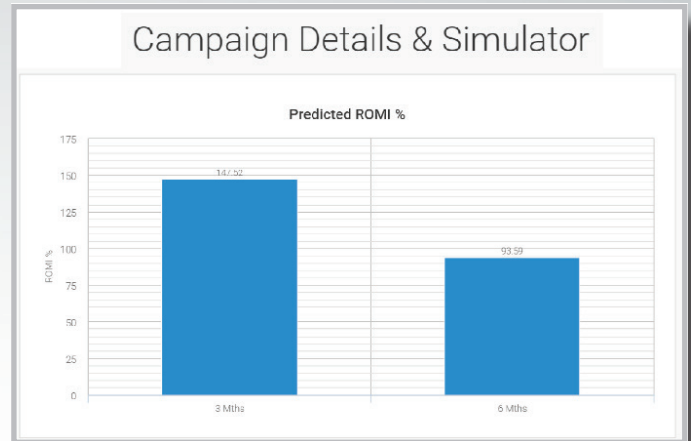
Therefore, it makes sense to measure the Return on Marketing Investment – ROMI, however,

- It is hard to measure the ROMI
- It is even harder to choose future campaigns to obtain the best ROI



## HOW WE DO IT

- Using machine learning / predictive analytics
- Using multiple data sources
  - Sales
  - Marketing spend
  - Other internal and external data sources
- SaaS (Software as a Service)
  - No lock in contracts & no hardware



## THE SOLUTION

Using Machine Learning technology, Centazio helps CMOs to make optimal decisions and justify marketing investment.

### Centazio:

- Calculates the ROMI of past campaigns
- Makes recommendations on future campaigns based on predicted ROMI

