

CAMPAIGNDRIVE X MRM

How the CampaignDrive platform fits into the Marketing Resource Management landscape.



Money

Planning | Performance | Visibility

Redefine Your Marketing Spend

Drill down into asset performance to focus on key assets, **optimize marketing spend, and drive results.**



People

Calendar | Taxonomy | Projects

Unify Corporate and Local Teams

Collaborate and streamline marketing efforts between corporate and local teams by centralizing all assets on a single platform.



Brand

Uniformity | Fulfillment | Channels

Brand Compliance at a National and Local Level

Ensure brand compliance across locations, stakeholders and geographies with **a user friendly, centralized library of timely, on-brand marketing assets.**



Content

Workflow | Approvals | Assets

Efficient Content Creation Workflows

Accelerate asset creation and streamline creative workflows with localized pre-approved assets, eliminating corporate approval cycles and one-off design requests.