simple.

Marketing Resource Management reinvented in the Age of Intelligence

Marketing teams today are under pressure to **create engaging customer experiences** at speed over an ever-increasing array of technologies and channels.

Cut production costs by
12%

Reduce agency spend by
50%

Boost team productivity by
15%

Simple unites marketing activity around **one vision**, delivered efficiently through **one ecosystem** of teams, tools and data sets, optimised to improve marketing ROI.

Less complexity and more effective marketing

Transform the way your marketing team works

Visibility

Plan, view and manage your marketing activity in one central location, creating seamless customer experiences that meet all your brand governance standards

Productivity

Streamline your end-to-end marketing workflows, establishing standard operating procedures that boost productivity, lower risk and reduce time to market

Growth

Capture key results from all tools and channels in your centralised marketing planning tool, and leverage the latest technologies to apply learnings and improve results

Adaptability

Complement Simple's functionality with your choice of the hundreds of brands in the Microsoft Power Apps ecosystem to create the ideal end-to-end MRM system for your needs

Get it from Microsoft

Simple combines decades of **deep experience and innovation** in marketing operations management with the **functionality**, **reliability** and **security** of tools marketers know and use. Built on the **Microsoft Power Platform** and powered by **Microsoft Azure Intelligent Cloud** and the **Common Data Services**, **Simple integrates** with Dynamics 365, Windows 365 and the Adobe Experience Platform.

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simple.

The Intelligent Marketing Platform™

Plan, orchestrate *and* **optimise** every touch point to **create seamless customer experiences** on one central platform for marketing

Centralised Marketing Planning

Marketing calendar showing all your marketing activity across teams, products, segments and channels

Single Source of Truth

One place for teams to review, approve and access assets to create on-brand customer experiences

Easy Platform Integration

Simple's adaptable platform offers native integration with all Microsoft compatible apps

Real-time Marketing Analytics & Insights

Budget, agency spend, team activity and marketing performance data in centralised CMO dashboards

Trackable Budget Allocation

Allocate funds by marketing initiative and manage your spend in a central environment

Streamlined Approvals

Centralised content collaboration, structured workflows, annotations and approvals

Agile Project Workflows

Kanban visual project management board and repeatable workflows to increase velocity

Accessible Asset & Brand Experience Management

All your approved marketing content and assets stored, tagged and accessible in one central library

Automated Marketing Risk & Compliance Processes

Ensure all marketing activity is fully compliant with cross-functional approvals, version control and automatic audit logs

Templated Briefs

Brief and collaborate with internal and external partners and stay on-brand, on-brief and on time

Efficient Workflows

Repeatable workflows that automate your go-to-market process and reduce lead times

One View Across All Channels

Get a true picture of the resources required to achieve your marketing return on investment by channel

Future-proof your marketing operations with **the only intelligent marketing resource management platform** that will **learn from your marketing performance to optimise activity** over time.

For more information, visit **www.simple.io** and book a demo or find out more on **Microsoft's AppSource exchange**.