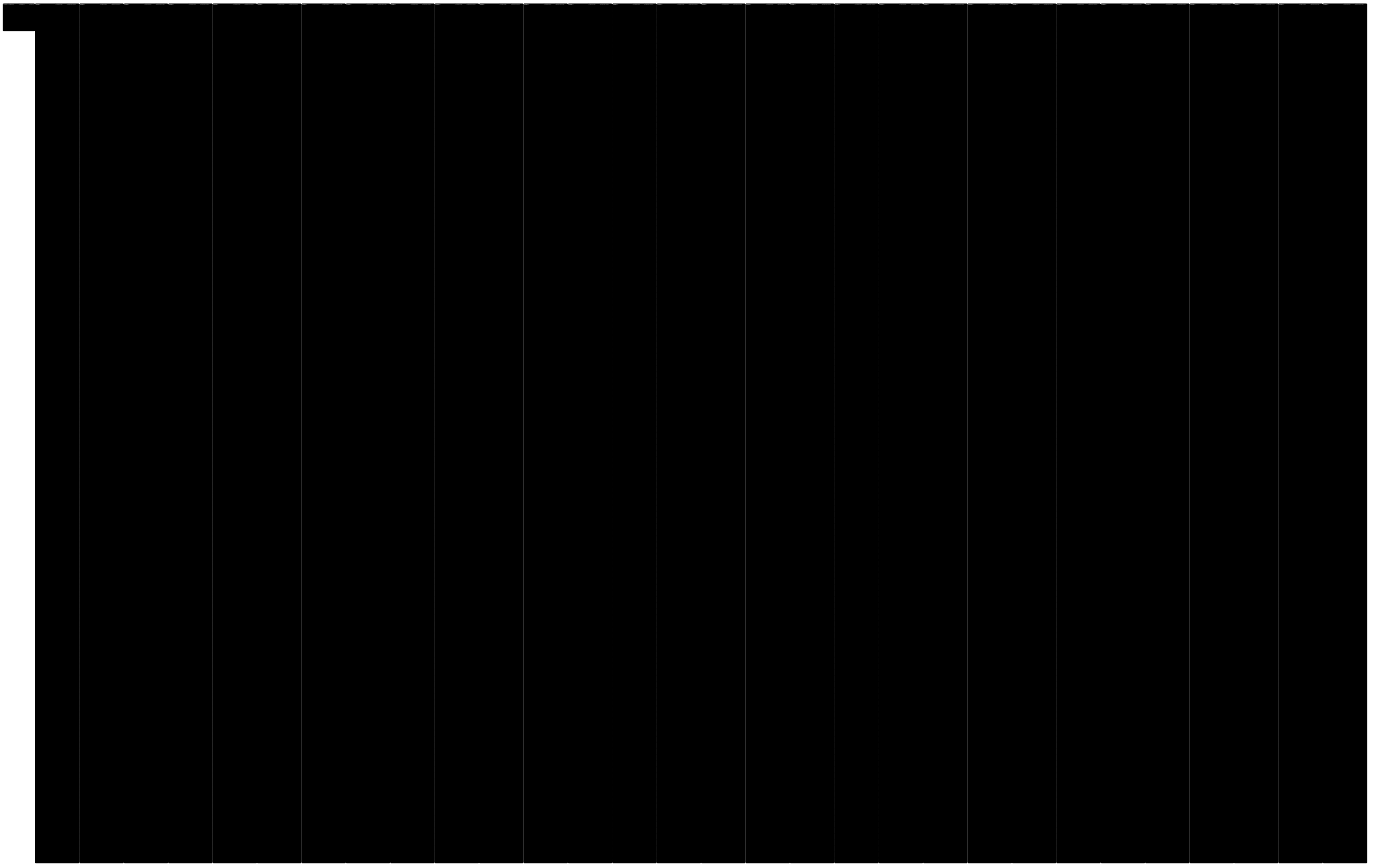


FINANCIAL INPUTS

Benefit + Tax Cost/Employee (As % of Salary)	20.00%
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**WHICH OF THE FOLLOWING MARKETING CHANNELS DOES YOUR TEAM LEVERAGE
AND WHAT IS YOUR AVERAGE MONTHLY AD SPEND + NET NEW REVENUE BY CHANNEL?**

CHANNEL	CURRENTLY LEVERAGE?	RECURRING REVENUE ATTRIBUTED/MONTH	SERVICES REVENUE ATTRIBUTED/MONTH
ABM			
Advocacy, Loyalty, & Referrals			
Affiliate Marketing & Management			
Channel, Partner, & Local Marketing			
Display & Programmatic Advertising			
eCommerce Marketing			
Email Marketing			
Events, Meetings, & Webinars			
Mobile Marketing			
Native/Content Advertising			
PR			
Print			
Retail, Proximity, & IOT			
Search & Social Advertising			
SEO			
Social Media Marketing & Monitoring			
Video Marketing			

WHICH OF THE FOLLOWING SALES MOTIONS DOES YOUR TEAM CURRENTLY LEVERAGE?

SALES MOTION	CURRENTLY LEVERAGE?
Channel Sales	
eCommerce	
Inside Sales Team	
Outside Sales Team	

WHICH OF THE FOLLOWING FORMS OF CONTENT DOES YOUR TEAM CURRENTLY LEVERAGE?

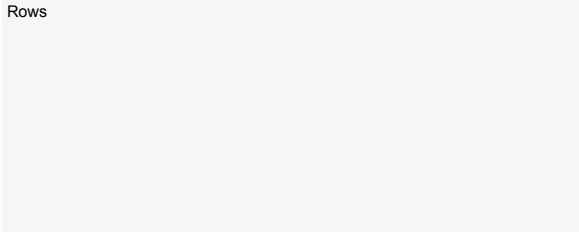
CONTENT TYPE	CURRENTLY LEVERAGE?
Community & Reviews	
Content Marketing	
Influencers	
Interactive Content	
Mobile Apps	

ESSENTIAL FOUNDATIONAL TOOLS	# OF TOOLS CURRENTLY IN USE	ANNUAL SOFTWARE COST
Social & Relationships: Live Chat & Chatbots	0	\$0
Social & Relationships: Events, Meetings, & Webinars	0	\$0
Social & Relationships: CRM	0	\$0
Social & Relationships: Call Analytics & Measurement	0	\$0
Management: Projects & Workflow	0	\$0
Management: Collaboration	0	\$0
Data: Mobile & Web Analytics	0	\$0
Data: Marketing Analytics, Performance, & Attribution	0	\$0
Data: Ipaas Cloud/Data Integration & Tag Management	0	\$0
Data: Governance, Compliance, & Privacy	0	\$0
Data: Dashboards & Data Visualization	0	\$0
Data: Audience/Marketing Data & Data Enrichment	0	\$0
Content & Experience: Optimization, Personalization, & Testing	0	\$0
Content & Experience: Marketing Automation & Campaign/Lead Management	0	\$0
Content & Experience: CMS & Web Experience Management	0	\$0
Grand Total	0	\$0

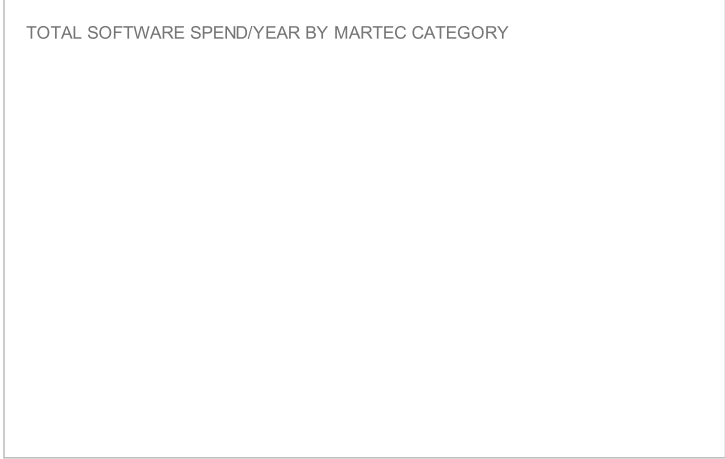
Columns

Rows

Values



CATEGORY	TOTAL SOFTWARE SPEND/YEAR	% OF TOTAL SOFTWARE SPEND/YEAR
Advertising & Promotion	\$0	#NUM!
Commerce & Sales	\$0	#NUM!
Content & Experience	\$0	#NUM!
Data	\$0	#NUM!
Management	\$0	#NUM!
Social & Relationships	\$0	#NUM!



PRIMARY PURPOSE OF TOOL	TOTAL SOFTWARE SPEND/YEAR	% OF TOTAL SOFTWARE SPEND/YEAR
Content Creation	\$0	#NUM!
Customer Experience Optimization	\$0	#NUM!
Deepen Analytical Understanding	\$0	#NUM!
Loss Prevention	\$0	#NUM!
Marketing Channel Optimization	\$0	#NUM!
Provide Foundation	\$0	#NUM!
Sales Process Optimization	\$0	#NUM!
Workflow Optimization	\$0	#NUM!



<i>SUB-CATEGORY</i>	<i>ANNUAL SOFTWARE SPEND</i>	<i>RECURRING REVENUE ATTRIBUTED/YEAR</i>
Content & Experience: Optimization, Personalization, & Testing	\$0	\$0
Grand Total	\$0	\$0

<i>SUB-CATEGORY</i>	ANNUAL SOFTWARE SPEND	HEADCOUNT ALLOCATION/YEAR
Grand Total		

AREA OF FUNNEL IMPACTED	ANNUAL SOFTWARE SPEND
Bottom of Funnel	\$0
Middle of Funnel	\$0
Top of Funnel	\$0

