



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

For multi-channel retail

compas.
PLAN • ANALYSE • IMPROVE

Perfect for multi-channel retail

Improve the control and effectiveness of your acquisition and customer marketing campaigns with Compas – specialist software designed by marketers for marketers.

Discover the benefits of Compas

- Plan by individual campaign or broad activity type
- Comprehensive library of response curves by channel
- Automatic and manual campaign reforecasting
- Statistical significance analysis of marketing tests
- Forecast customer lifetime value from early sales history
- Store and display creative images with campaign details
- Modelling of continuity sales
- Compare lifetime value with recruitment cost to calculate true ROI



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

Arrange your demo today, by calling 01784 818 049
or emailing enquiries@compas-cloud.com

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

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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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