

Marketing Suite

Discovery Apps



Marketing 360

Harness the power of human data. Run a comprehensive assessment of your marketing team to identify top focus areas, training gaps, bottlenecks, misalignment, and strengths/challenges.



2015 Strategic Planning

How sound is your organization's strategic plan? Use this app to crowdsource where your organization has been and where your organization should be headed by assessing aspects of your business such as market position, organizational effectiveness, and operation efficiency.



Competitive Intelligence

Does your organization react defensively to competitors or proactively stay ahead of them? Assess your organization's ability to detect competitive threats early on, and gain insight into how your organization views and respond to competition.

System and Tools Program



Systems and Tools



Advertising



Investment in Marketing



Big Data



Inbound Marketing

Improve

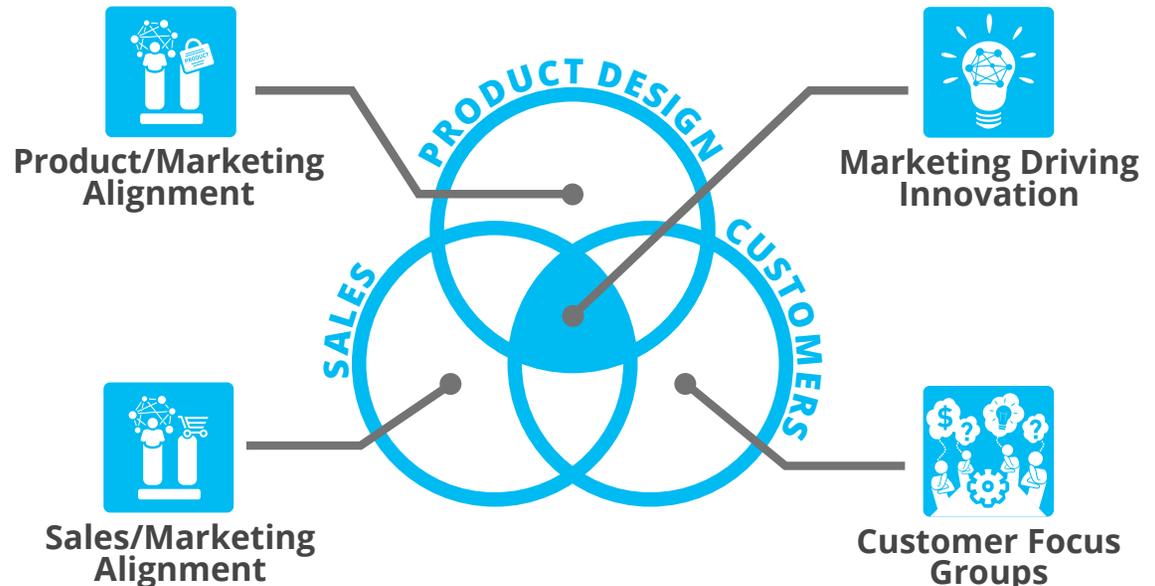
Kill or Keep

Evaluate

Implement

Simplify systems with human perspective

Marketing Alignment Program



9LENSSES

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Marketing Suite Case Study:

A Fortune 10 Company recently leveraged the Marketing Alignment interview app from 9Lenses' Marketing Suite, querying the value and effectiveness of key marketing activities in the field. By crowdsourcing insights from the individuals leading global marketing, sales, and product, several key focus areas were identified. Lack of local marketing insights was negatively impacting marketing's ability to target its globally dispersed and locally unique markets. Sales and product's expectations for marketing were significantly misaligned. However, marketing's efforts were too narrowly focused on aligning with sales, rather than aligning sales with customers and target markets.

Armed with these crucial insights, the Fortune 10 Company immediately took action to correct course and improve marketing's customer intelligence and change primary metrics from sales alignment (e.g. pipeline, driving leads) to customer alignment (e.g. retention, engagement).

9Lenses Marketing Apps enable you to tap into and connect your marketing team's collective wisdom. Your team's insights can enable your team to perform at the level of a world-class marketing organization. A variety of marketing apps focus on three key areas to equip you and your marketing team for success:



Discovery Apps

Target improvement efforts on critical areas. Discovery Apps allow you to diagnose issues, clarify your marketing team's strengths, weaknesses, and training needs, crowdsource strategic planning, and assess your organization's competitive intelligence capabilities.



Systems and Tools Program

Selecting the optimal mix of marketing tools and systems for your organization is complicated. Develop best practices based on what currently works and identify areas in need of improvement or change. Systems and Tools Apps work together to create a program which allows you to improve, decide whether to keep, evaluate, and implement a wide variety of systems and tools.



Marketing Alignment Program

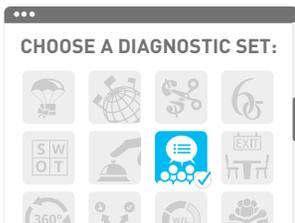
Query your team on current expectations to inform future expectation setting and increase efficiency of joint efforts. Marketing Alignment Apps work together to ensure Marketing is aligned with the Product and Sales organization and the Customer to ensure that Marketing is driving innovation.

With the 9Lenses Marketing Software Suite, collect strategic input from your marketing team, gauge how well the marketing strategy is aligned with sales and product, optimize resource allocation, gather and understand customer needs and insights, crowdsource differentiation strategies, and assess your organization's use of social media. Best of all, your data is aggregated in one Analytics platform in real-time, allowing you to identify trends, diagnose misalignment, develop targeted solutions from those in the field, and pinpoint areas in need of more training or communication. Crowdsource insights you need to know to excel at marketing in the digital age.



ORGANIZATIONAL INTELLIGENCE SOFTWARE

Capture uncommon insights from your employees, customers, and clients. 9Lenses maps these insights to your business so that you can approach your toughest challenges with expert-level perspectives and make confident, data-driven decisions.



Apps for Any Business Discovery Project

Our apps automate critical business discovery projects for nearly every use case.



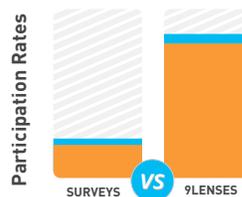
Uncover Uncommon Insights

Uncover uncommon insights from employees and create significant enterprise value.



Gather Insights Faster Than Ever

Face-to-face interviewing is outdated. Capture insights within minutes; not months.



Higher Participation Rates than Surveys

Traditional surveys suffer from low participation, 9Lenses sees higher response rates.



Inform, Align, and Engage your Employees

The benefits of capturing employee insights extend beyond the insight itself.



Benchmark your Performance

Monitor and your progress over time and strive for continuous improvement.



[Request A Demo](#)

[Tour The Software](#)

To Learn More: www.9LENSES.com