

Today's Analytics Solutions:

Slow

Not Actionable

Don't Keep Pace

Meanwhile, the landscape is changing (fast)



Agility Matters More Now Than Ever...



1

**Rapid: Full Marketing
Mix Models in *Hours***

2

**Actionable: *Ad-Level*
Measurement**

3

**Persistent: Stay Current
with *Agile Model Sprints***

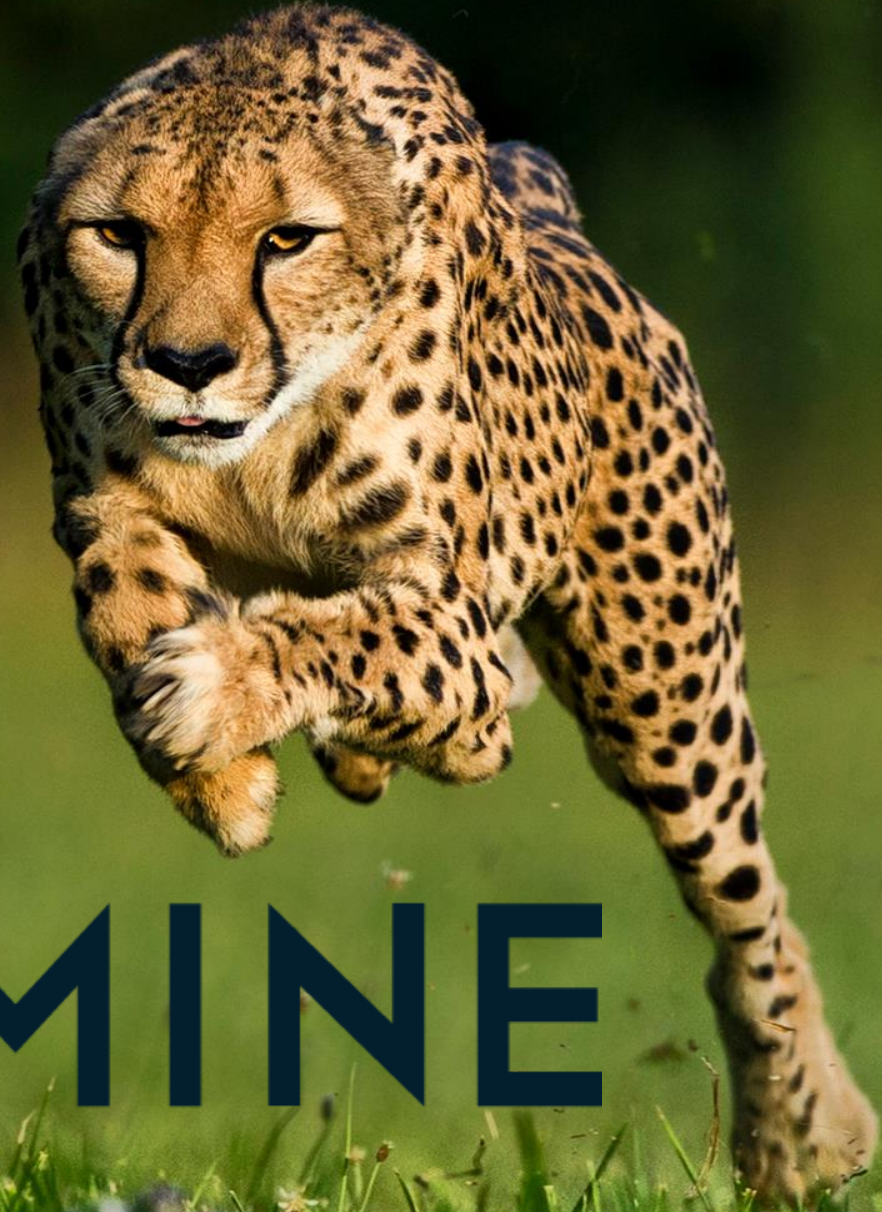


OPTIMIZE

HOW?

Cloud Software +
Machine Learning +
Big Data & Automation +
Extreme Speed & Scale

= Agile Marketing Measurement



OPTIMIZE