Explore, Understand, and Change Your Impact on Revenue

At Quantifind, we've pioneered the science of **explanatory analytics**. Our flagship product, **SIGNUM Analysis,** is helping the world's leading brands find the signals that tie directly to their revenue. It's not about more data—it's about driving more revenue.

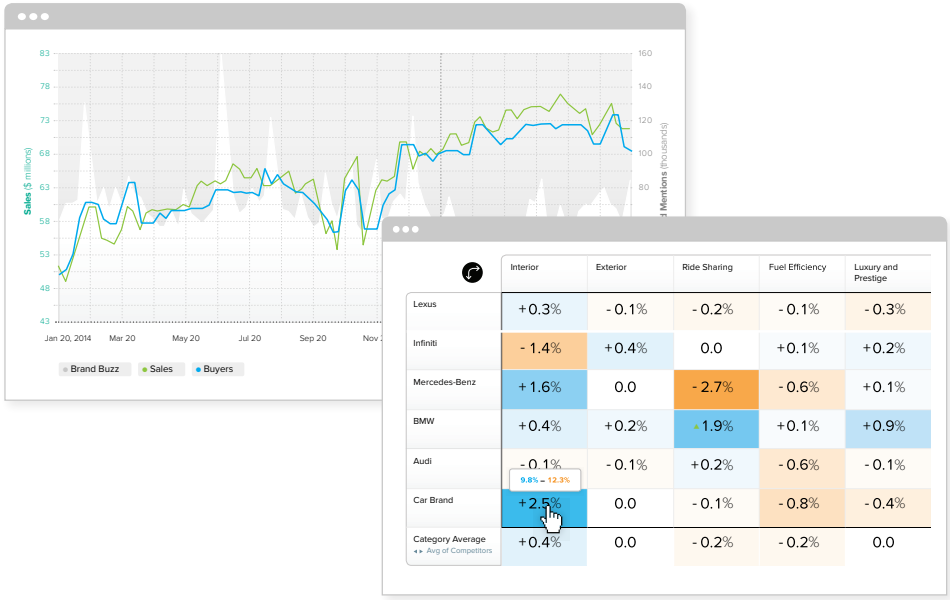
QUANTIFIND

"Quantifind helps us discover new ways to understand our business. The platform filters out noise and focuses on the data patterns that correlate most closely with our business KPIs. It's a highly-differentiated approach that helps Taco Bell continue to understand our customers."

LYNN HEMANS, SR. DIRECTOR BUSINESS AND SOCIAL INTELLIGENCE AT TACO BELL

Introducing SIGNUM Analysis

SIGNUM Analysis is a cloud-based, self-service analytics application that gives marketers a new and innovative way to identify consumer data that drives business performance. The application's explorable, drillable interface reveals not just what drives revenue but also with whom and why. Knowing why enables marketing actions to drive better outcomes.



HOW DOES IT WORK?

SIGNUM Analysis is built to answer marketers' key business questions like what and who drive sales for their brand, the competition, and the entire category. Marketers can use a predefined library for quick answers or SIGNUM Analysis' drill-downs with flexible filters for in-depth analyses. Key features include the ability to:

- Better understand your brand compared to the category average and competitors
- Analyze revenue-driving trends and topics over any time period
- Compare data across demographics and segments
- Explore customer verbatims through the Voice module and drill into top terms correlated to sales

KEY FEATURES

- Correlates to revenue
- Explains why marketing is working or is not working, and with whom
- Reveals smarter questions to explore
- Offers massive sample sizes and unaided, organic responses
- Discovers new opportunities

USE CASES

Brands across multiple verticals such as Automotive, Beverage, Quick Service Restaurants, Financial Services, Retail, Telco, and Pharma are working with Quantifind to help them adapt their:

- Brand Strategy and Tracking
- Creative Messaging
- Customer Acquisition
- Competitive Analysis
- Customer Satisfaction

Using SIGNUM Analysis, leading brands achieve impressive results:

- **Doubled** coffee sales and boosted breakfast business for a major fast food chain
- Reduced churn and drove a **3%** increase in customers' intent to purchase for a major telco by adjusting its brand messaging
- Revealed that car **interiors** drive Millennial auto sales more than exteriors for a major luxury auto maker

ABOUT QUANTIFIND

Quantifind's mission is to empower people to make better decisions that combine human intuition with the voice of intelligence. We are proud to be backed by investors such as AME Cloud Ventures, Andreessen Horowitz, Cathay Innovation, Comcast Ventures, Iris Capital, Redpoint Ventures, and U.S. Venture Partners. Founded by two PhD's in atomic physics, the company now has offices in Silicon Valley, Washington, D.C., and New York, NY.

Let's have a 1:1 discussion about how Quantifind can help your company. Email us at **contact@quantifind.com**

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