

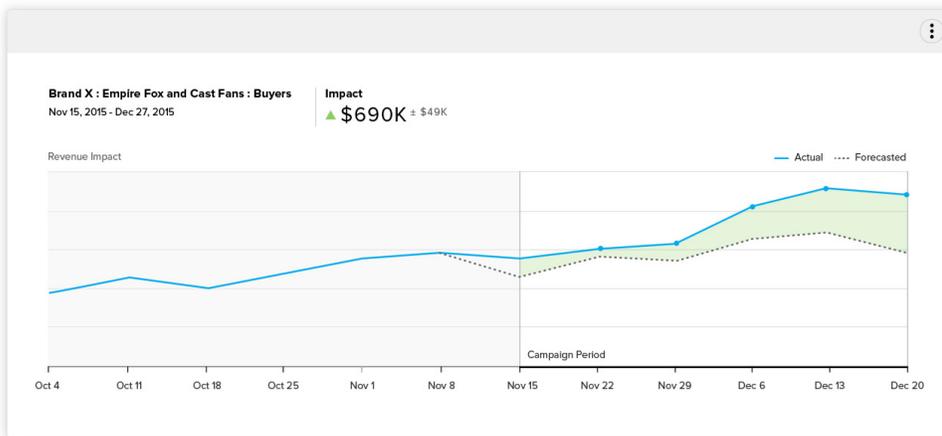


Smarter measurement for campaigns and sponsorships—with SIGNUM Impact

Sponsorships and campaigns are still measured in Likes, shares, and attitudes, but CMOs, CFOs and CEOs need to know the financial impact of millions of dollars in marketing spend. Quantifying ROI in real-time to make in-flight adjustments has been notoriously elusive—until now.

Introducing SIGNUM Impact

SIGNUM Impact transforms marketing measurement and quantifies the effect of campaigns in hard dollars. The SaaS platform tells you, on a bi-monthly basis, exactly what return your campaign is driving, with whom, and how. With one-click access to campaign performance, audience response, and messaging efficacy, marketers can build data-driven activation and messaging strategies.



In the first six weeks of the campaign, Brand X had an incremental sales lift of \$690k with the targeted audience, relative to our forecast of the revenue expected in the absence of the campaign.

SIGNUM Impact enables marketers to:

- Measure incremental dollar impact of campaigns and sponsorships
- Track and analyze effectiveness of messaging and activations in real time
- Benchmark against prior campaign performance and competitors
- Drill into demographics, affinities, and real customer conversation

Ready to learn if your campaign or sponsorship hits it out of the park?

Contact us today to learn how the SIGNUM platform can bring structure to your unstructured data sets—so you can tap into the signal of what drives purchases.

Global brands use SIGNUM Impact throughout the campaign life cycle for:



Planning

Discover which audiences your brand is strongest with and invest in properties that deliver results for your brand.



Execution

Track and measure messaging effectiveness in-flight. Adjust targeting to reach specific audiences.



Evaluation

Transform post-campaign measurement with the dollar impact of your campaign.



Negotiation

Come to the table armed with ROI information to negotiate with rights holders and talent.

Learn what's working, with whom, and why—in-flight—to optimize your marketing effectiveness.



About Quantifind

Quantifind was founded to help people make better decisions that combine human intuition with the voice of intelligent data. We are a data science company that eliminates your blind spots around where, why and how competitors are impacting your business, and reveals new ways to steal market share. Our productized data science filters out the noise that doesn't drive revenue and finds the hidden signals that do. We provide an intuitive explanatory analytics platform, SIGNUM, anybody can use to discover the biggest opportunities for growth. Quantifind's clients include some of the world's most well-known brands spanning multiple industries including automotive, consumer packaged goods (CPG), movies, pharmaceuticals, restaurants, and telecom. Our team is currently 80+ people strong and growing, with locations in Menlo Park, CA; Washington, DC; and New York, NY.

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