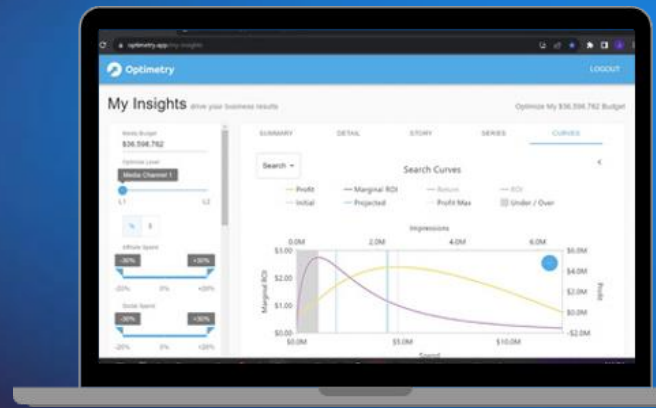# in4mation insights

Introducing Optimetry®
from in4mation insights

Measure • Simulate • Optimize • Grow

Your ability to measure, optimize, and act to improve your marketing performance should be as flexible and responsive to change as you are.

Optimetry® speeds your media decision making, as you move from static views to dynamic foresight, from a broad-brush view to granular insights.

What is Optimetry?

Optimetry is in4mation insights' (i4i) SaaS-based marketing performance optimization tool that puts your internal marketing and media experts in the driver's seat, for dynamic "what if" scenario planning and spend adjustments over the life of your campaigns.

As shifts in the media landscape and consumer behavior occur, you must reassess and reinvest to optimize media's contribution to your business growth. Leveraging unique and advanced hierarchical Bayesian analytics, i4i's Optimetry software elevates Marketing Mix Modeling (MMM) - the industry "gold standard" for performance measurement - to a crucial role in informing better marketing investment decisions.

Whether the factors impacting your growth involve changing business goals, volatility in the macroeconomic environment, changes to budgets, newly emerging business constraints, or the growth of novel media channels, Optimetry supports you to take charge and adapt your media plans accordingly.

Using Optimetry, you can simulate the impact of spending adjustments, optimize current spend levels across media and products, and even investigate the level of investment in media necessary to achieve a growth target with new investments.

You can uncover evidence-based tactics at a channel, product, or portfolio level, to achieve maximum performance and/or return on marketing spend.

01 / SIMULATE

What return will a change in media spend deliver?

02 / OPTIMIZE

How can I maximize my profit, given my media budget?

03 / GROW

How can I grow my sales most efficiently?

Optimetry Highlights

- Full access to the impacts of spending drivers, enabling unprecedented speed-to-decisions for KPI-driven support, any time you need to adjust or adapt.

- Highly granular levels of detail, across channels, markets, products, and time through an intuitive web interface, exposing opportunities to adjust individual, granular, or macro spending with confidence.

- Thousands of reach and frequency curves are calculated to reveal the precise levels of investment that are needed to optimize your media spend -- reaching saturation but avoiding overspending and diminishing returns.

- Optimized spending on flighting over-time of your campaigns on any medium.

- Integrate multi-level business and logical constraints (seasonality, budget changes, new channels of spend, *et cetera*) to ensure that the suggested outcomes can be authorized and implemented.

- Soc-2 compliant storage of your data insures strict confidentiality and reliable data security.

- Full training, support, and self-service options for companies with a wide range of staffing situations.

Your ability to measure, optimize, and act to improve your marketing performance should be as flexible and responsive to change as you are.

Optimetry® speeds your decision making, as you move from static views to dynamic foresight, from a wide-angle view to granular insights.

Ask us for a demo today: info@in4ins.com

About in4mation insights

in4mation insights, LLC is a marketing analytics company specializing in measuring the impact of media and fundamental business drivers on sales. The company's innovative media and optimization models are driven by its deep expertise in Bayesian statistics. By engaging with us, you can confidently expect to allocate your marketing resources more effectively and grow your internal data analytics capabilities, ultimately leading to maximum, optimized, sustainable ROI and sales growth.

in4mation insights