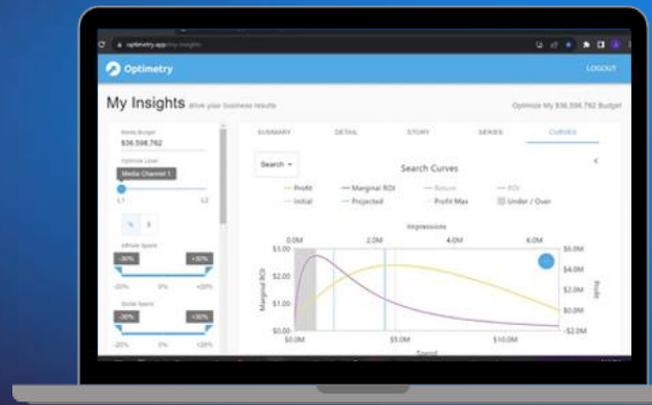


# Introducing Optimetry® from in4mation insights

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 marketing and media experts in the driver's seat. Create dynamic "what if" scenario plans and spending adjustments over the life of your campaigns.

As shifts in consumer behavior occur in response to changes in the media and marketing landscape or to changes in the macroeconomic environment, you must reassess and reinvest to optimize the contribution of media and marketing spending to your business growth.

Leveraging advanced hierarchical Bayesian analytics with state-of-the-art optimization tools and high-performance computation, i4i's Optimetry is lightning fast, elevating Marketing Mix Modeling (MMM) - the industry "gold standard" for performance measurement - to a crucial role in helping you make better marketing investment decisions.

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 impose real-world constraints on any level of your media and marketing hierarchy and can instantly change from a product view to a regional view to a campaign view.

You can uncover the impact of 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 at the blink of an eye to reveal the precise levels of investment that are needed to optimize your media spending -- reaching saturation but avoiding overspending and diminishing returns.
- Simulations, optimizations, and growth scenarios can be run at any desired level: brand portfolio, individual brands, geographies, or over time.
- 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.
- Easy switch views from brand-centric to campaign-centric results.
- 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](mailto:info@in4ins.com)

## About in4mation insights

in4mation insights, LLC is a marketing analytics and software company specializing in measuring and predicting the impact of investments in products, pricing, media, and marketing spend on the fundamental business drivers of sales. The company's innovative analytic and optimization models are fueled by its deep expertise in Bayesian statistics, game-changing improvements to standard tools to understand buyer choice, critical experience in several industry verticals, and ahead-of-the-curve understanding of the volatile and fast-moving world of media. By engaging with us, you can confidently expect to allocate your marketing resources more effectively and to grow your internal data analytics capabilities, ultimately leading to maximum, optimized ROI on your product and marketing investments that lead to sustainable sales growth.

