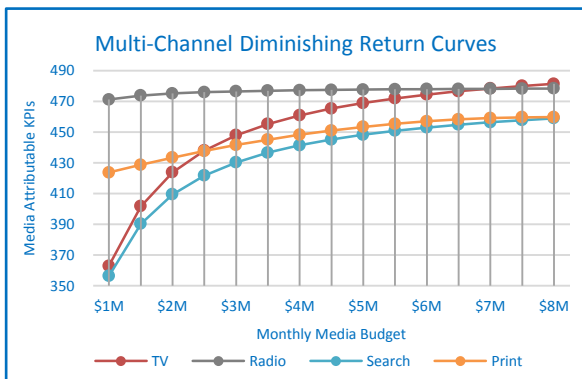
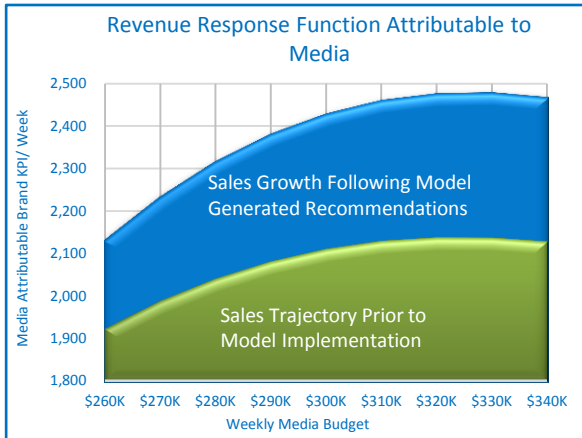


## FASTER AND SMARTER MARKETING AND MEDIA ROI OPTIMIZATION



### QUESTIONS WE HELP ANSWER

- How much should I spend?
- What's the optimal media mix for each campaign and my brand portfolio?
- How do different programs perform against my brand's key objectives?
- When will I hit diminishing returns for each channel?

THE ANALYTIC MIX cross-channel attribution model goes well beyond the typical current analyses available in the market, accounting for:

- Both immediate and carry-over effects of media
- Non-linear effects of media on brand KPIs
- Optimal allocation across dayparts, stations, and shows
- Synergistic effects of other media channels on KPIs
- Cyclical nature of product performance

### Ad Formats

- TV ads of various lengths (10s, 15s, 30s, 60s, etc.)
- Digital static and video, print and radio ads

### Audience Segments

- General audience, Hispanic, regional: DMA/ MSA

### Reporting/ Frequency

- PowerPoint executive summary
- Portable dashboard with online accessibility feature
- MS-Excel based data delivery (optional)
- Dynamic optimization, weekly or bi-weekly

### Metrics & Analyses

- Brand KPI optimization: sales units, revenue, brand health metrics (brand awareness, consideration, etc.)
- Media includes above-the-line national and local TV, print, radio, social, OOH, mobile, search, etc., and below-the-line sponsorship, events, promotions, direct mail, email, etc.

### About Analytic Mix

Analytic Mix is a leading Silicon Valley media analytics firm. We combine rigorous data science, powerful algorithms and a consultative approach to help you improve the efficacy and quality of media buys and campaigns across all media, including TV, digital, mobile, OOH, direct mail, email, and sponsorships. Our custom attribution algorithms help advertisers and agencies maximize brand KPIs and improve media ROI across retail, pharma, auto, beauty, CPG, insurance, and ecommerce verticals.

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