Quantifind Launches On-Demand Machine Learning Solution that Helps Marketers Find Consumer Conversations that Influence Purchase Decisions

SIGNUM Analysis helps Discover and Capitalize on the Fraction of Consumer Data that Drives Business Outcomes

SAN FRANCISCO — June 8, 2016 — Quantifind today announced general availability of SIGNUM Analysis, a cloud-based, self-service analytics application that gives marketers a new and innovative way to identify consumer data that drives business performance. SIGNUM is built on Quantifind's groundbreaking explanatory analytics technology, which transcends buzz and sentiment analysis. This approach removes 80% of consumer data that is just noise with no correlation to revenue, letting marketers identify and focus on the 20% that actually describes consumer buying behavior. In this way, marketers are able to explore, understand and change their impact on revenue in real time.

"Our mission is to enable better decisions with a combination of human intuition and the voice of intelligent data, and SIGNUM Analysis helps marketers make decisions that drive business outcomes, faster and more efficiently than ever before," said Exec, Title, Quantifind. "SIGNUM Analysis embeds intelligence into daily operations by using data science to automate the work of cleaning and filtering irrelevant data, and allows marketers to tap into millions of insights from consumer conversations as part of their everyday workflow."

Today's digital technologies have changed the game for brands, allowing them to follow consumers' online footsteps by analyzing click-through data. But what drives those clicks, and which of these clicks lead to offline purchase? Social chatter can provide insights into consumers' offline behaviors and motivations — but the vast majority of this data has no correlation to a brand's success. From social listening and consumer surveys to brand studies and predictive analytics, no approach has given marketers a clear, concise view into what's driving consumer purchases, why, and how to change it.

SIGNUM Analysis is the first product of its kind that helps brands identify consumer data that ties directly to revenue. The powerful application turns billions of Twitter posts, Tumblr blogs, Voice of Customer logs and forum posts into the world's largest unaided focus group, offering scale and speed no survey can match. Quantifind's explanatory analytics and machine learning algorithms correlates this unstructured consumer data to point-of-sale records, NPD sales records, revenue figures, and other forms of KPI data. Thanks to the application's explorable, drillable interface, the results reveal not just who drives revenue but also why — crucial information for turning insights into actions.

"Quantifind's approach to explanatory analytics helps us discover new ways to understand our business," said Lynn Hemans, Sr. Director Business & Social Intelligence, Taco Bell. "Their platform filters out the noise and focuses us 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."

With SIGNUM Analysis, marketers can adapt their brand strategy, creative messaging, customer acquisition, and customer satisfaction in real-time without running expensive market research. SIGNUM Analysis is built for both quick answers and in-depth analysis. Marketers can use a predefined library to answer business questions like what's driving business for their own brand, the competition, the entire category. When marketers need to dive

deeper, SIGNUM Analysis offers drill-downs with flexible filters to explore trends all the way down to individual consumer verbatims.

Signum Buyer Model vs. Sales and Brand Buzz
Jan 20, 2014 – Jul 20, 2015
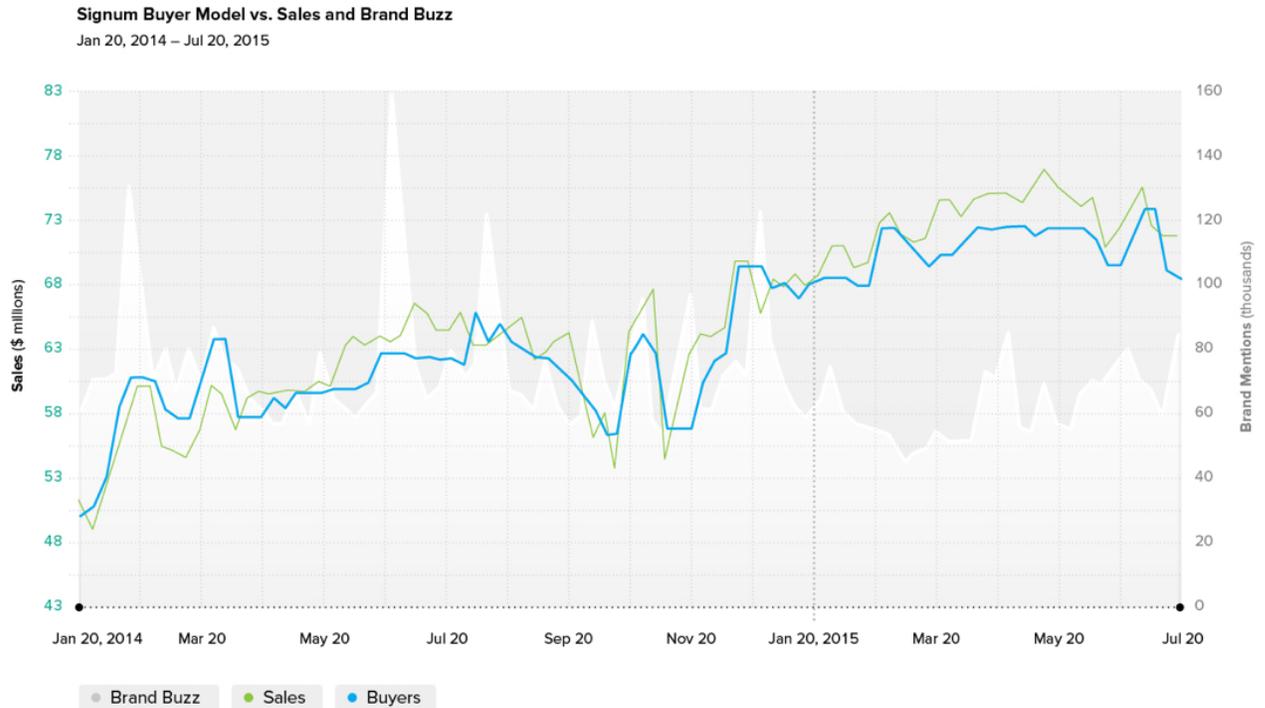
This release is a culmination of a multi-year collaboration with Fortune-500 companies from the retail, telecommunications, CPG, and financial services industries to understand their business problems, reporting needs, and workflows. The collaboration with companies like Taco Bell, Heineken and Pepsi has infused SIGNUM Analysis with industry-specific expertise and best practices, validating the platform's ability to uncover valuable insights.

"Marketing is all about using bold creativity to tell your story in a way that connects and inspires," said Ron Amram, Vice President, Media at Heineken USA. "Quantifind's analytics help our teams identify the relevant and authentic strategies we need to drive impactful growth with our most important audiences

Quantifind made the announcement at the Marketing Analytics & Data Science Conference in San Francisco, where Ari Tuchman, Co-Founder and President, Quantifind and Ed Wild, Senior Director of Analytics, Pepsi, are speaking about "How Pepsi is Cutting Through the Clutter."

"Quantifind helps our team zero in on the data that's carefully correlated to our business performance so we make smarter marketing decisions," said Edward Wild, Senior Director of Analytics, PepsiCo North America Beverages. "Their explanatory analytics platform helps us continue to innovate and grow our brands, and we're impressed with their approach to analytics."

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About Quantifind

Quantifind is a technology company that uncovers hidden signals in massive data sets that drive business results. Its flagship product suite, SIGNUM, uses an explanatory analytics approach to help marketers explore, understand, and change their impact on revenue, in real time. Founded by two physicists from Stanford University, 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. Headquartered in Menlo Park, CA, the company's investors include AME Cloud Ventures, Andreessen Horowitz, Cathay Innovation, Comcast Ventures, Iris Capital, Redpoint Ventures and USVP. For more information, please visit http://quantifind.com.