SIGNUM FOR MEDIA

Empower your sales process with advertiser data

Content providers can pitch stronger, activate smarter, and quantify their value.

SIGNUM for Media Our signal extraction platform helps content providers pinpoint potential advertisers and messages so they can approach advertisers armed with data predictive of sales.

▼ Predictive audiences

Viewing all audiences that predict the seed Big Bang Theory, by their interests   1 to 100 of 4,740 entries

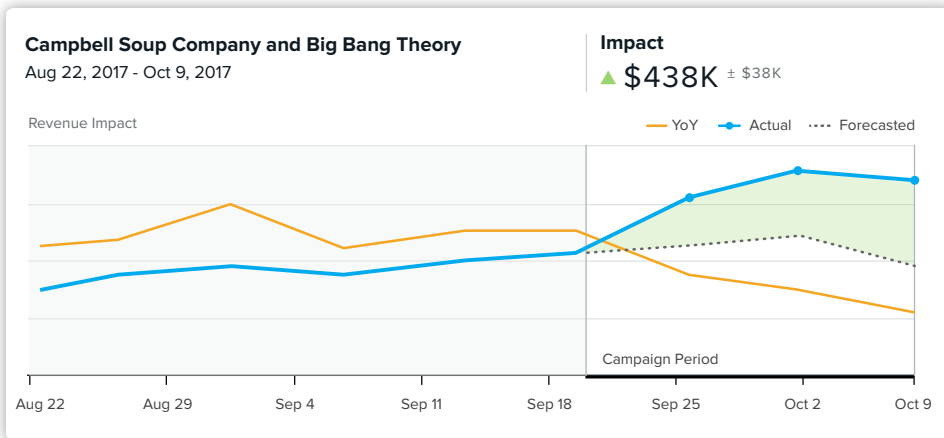the BiG BANG THEORY

Seed Audience	Audience Segments	
Big Bang Theory	Interests	+ Add New

#	Level ⊕		✓	Audience Interests	Index ▼
	2	3			
1	cpg	food		**Butterball**	13.0×
2	cpg	beverage	✓	**Crystal Light**	12.8×
3	cpg	sweets		**Sara Lee Desserts**	12.8×
4	cpg	food	✓	**Campbell Soup Co**	12.4×
5	cpg	food	✓	**Pillsbury**	12.3×
6	cpg	sweets		**Breyers**	12.1×
7	cpg	food		**Popsicle**	12.0×
8	cpg	snacks	✓	**Pepperidge Farm**	11.9×

Campbell Soup Company and Big Bang Theory
Aug 22, 2017 - Oct 9, 2017

Impact
▲ $438K ± $38K

Revenue Impact   — YoY   ─●─ Actual   ···· Forecasted

Aug 22   Aug 29   Sep 4   Sep 11   Sep 18   Sep 25   Oct 2   Oct 9

Campaign Period

Out-of-the-box product includes:

- 16 billion consumer conversations
- 150 million conversations
- 95,000 audience segments

Quantifind's SIGNUM platform identifies which brands should buy ad space and where. It also illuminates which messages will resonate with the audiences targeted, and measures incremental lift in sales as a result of the ad placement partnerships.

Networks and publishers can discover which brands over-index with their audiences. Armed with this data, sales teams can approach national brands – Campbell Soup, for example – and demonstrate how the Big Bang audience is 12x more likely to purchase their products.

Campaigns can then be measured for incremental lift in both sales and awareness, reinforcing their successes to c-level executives. A Big Bang Theory and Campbell Soup partnership shows an example of how an additional $438K in sales can be gained, well above what was forecasted without ad placement during that time period.

Sample data for illustrative purposes only

IDENTIFY OPPORTUNITIES

Find new advertisers that organically align with your programs. Or help refine current advertiser pitches relative to the competitions'.

DELIVER STRATEGIES

Pinpoint key potential advertisers and messages to help advertisers align more seamlessly with your viewing audiences.

MEASURE OUTCOMES

Quantify your partnership in awareness lift and incremental revenue lift to prove out your value.

About Quantifind

Quantifind was founded to help people make better decisions by combining human intuition with the power of intelligent data. We are a data science company that eliminates your blind spots around where, why and how competitors are impacting your business. 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, financial services, 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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