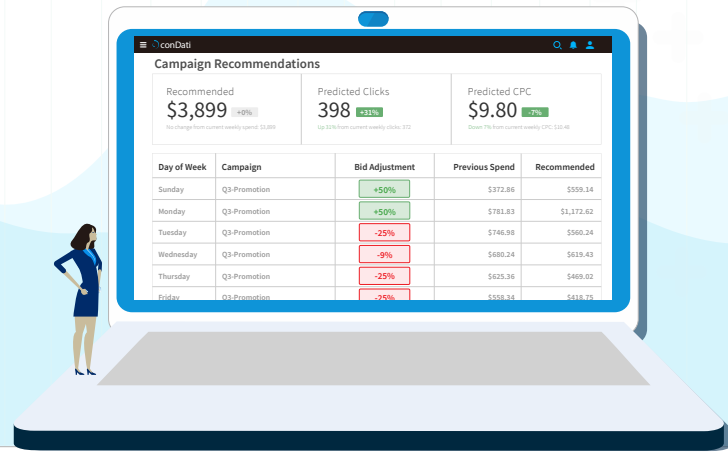


Digital Marketing Campaign Assessment

Unify cross-channel data. Get recommendations for campaign uplift in 7 days. No charge.



OVERVIEW

Our goal with the assessment is to provide you results you can immediately action to improve your digital campaign conversions, pipeline and/or revenue growth.

conDati will provide you a quick and easy assessment of campaign performance by bringing together Google Analytics, Facebook, and Google Ads to give you:

1. **AI-driven recommendations** with predicted results that you can action to optimize your campaigns. We will work with you on identifying what you want to maximize. For example: recommended ad spend, timing of spend, effectiveness of channels
2. **Cross-channel level attribution**
3. **ML-driven forecasting** of your conversions, pipeline and/or sales revenue vs actuals
4. **A unified report** in PDF and live dashboard of your historical campaign data summary

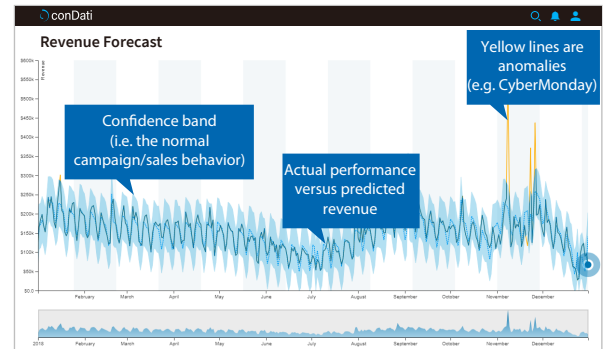
KEY MILESTONES

- NDA and assessment agreement executed
- Assessment kickoff call (45 min)
- Day 1 - Data access and data ingestion begins
- Day 3-5 - conDati performs data science
- Day 7 - Present assessment results to you and your team (60 min)

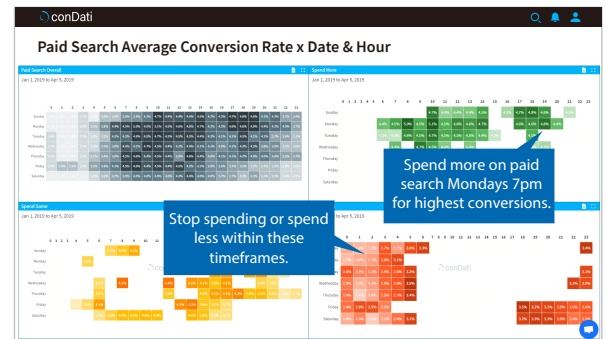
HOW TO GET STARTED

- Complete the [assessment form request](#)

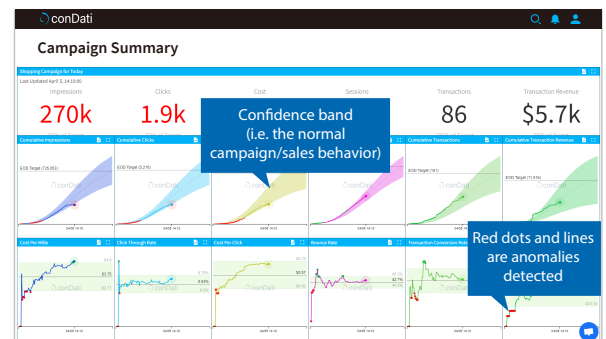
* conDati platform activates within minutes, and delivers meaningful information in days. 7-day assessment starts from gaining customer data access.



Revenue forecast with confidence band and anomalies detection.



Recommendations to shift budget to higher conversion rates with specific days and times.



Campaign summary with forecasting, cost, and revenue. Including average clicks, deal sizes, etc.