ThinkVine®

Attribute, Forecast, and Optimize Your Marketing

Ignite's ThinkVine audience-based Marketing Attribution and Optimization Solution provides marketers with the clarity and confidence needed to optimize short-term and long-term growth and profit. Ignite's ThinkVine solution helps B2C organizations strengthen marketing plan effectiveness and efficiency, and create stronger brands over time.

Great Minds Think Ahead

Strengthen Your Marketing Impact with Smarter, Faster Decisions

Ignite's ThinkVine solution is supported by leading technology and patented data science, delivering speed and sophistication, with an always-on capability so you can understand and improve your results anytime, all the time.

- Software
- Algorithms
- Data Integration
- Insights to Execution

A Complete Marketing Attribution & Optimization Solution

Company executives and marketers have more questions and less time than ever. As a result, technology is playing a growing role in supporting and creating marketing performance metrics, cross-channel attribution, media mix models and optimizations. Ignite's marketing science, scenario-driven software provides decision support to optimize marketing investments.

Software: With Ignite's ThinkVine scenario-driven software, users can easily test high-level changes to strategy and detailed changes to tactics. Designed to enable rapid responses to market changes — including external factors — the web-based software also provides anywhere, anytime access to authorized stakeholders.

Algorithms: Ignite applies innovative and patented algorithms that efficiently replicate the complexity of the relationship between the marketer and the consumer. The cornerstone of our algorithmic approach is our patented agent-based modeling framework. Agent-based (or audience-based) models are ideal for identifying how marketing influences different audiences.

Data Integration: Until data is properly integrated and ready for use, it's an expense, not an asset. Ignite's technology accepts and integrates a wide array of data, including consumer information, media data and external information such as weather and economics.

Insights to Execution: The longer the interval between insights and execution, the less valuable the insights are. At Ignite we turn insights into rules to drive your execution. This allows you to operate in the future, not in the past. Utilizing these rules in your CRM program, programmatic buying platform and other tactics increases effectiveness and time-based competitive advantage.

ignite TECHNOLOGIES

Advanced Marketing Impact Analytics
Market with Speed and Agility

Customers choose Ignite's approach because it reflects how they go to market and how their audiences respond. Incorporating all addressable and non-addressable tactics, as well as relevant external factors, our process helps marketers overcome their challenges and succeed. We've designed our solution to create customer value by simplifying the challenge of integrating strategy, growth, investment choices, innovation and the complex path-to-purchase in your decision-making.

Design
Be Prepared

Competitive activity, social media flare-ups, commodity cost issues, storms, internal spending decisions — these are just a few examples which can drive rapid change in marketing plans. In addition, new media and marketing opportunities and ideas can emerge after an initial plan was put to bed. In short, the static, annual planning process is gone, replaced by monthly, weekly and even daily exercises in linking insight to strategy and activation. That's why customers choose Ignite's audience-based planning approach. It enables an agile and effective process, leverages relevant, integrated data and leads to high-impact outcomes from marketing mix and cross-channel attribution.

This design provides the confidence that you can develop a newly optimized plan whenever you need it, giving you:

- An approach built for today's rapid cycle time and frequent re-planning
- An agile and accountable planning process — fast and data-driven, software-supported
- The ability to incorporate new

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variables and add them to cross-channel attribution and marketing mix models.

Attribution
Know What Works

Smart marketers recognize that accountability isn't about a scorecard; it's about having the information needed to improve results. The proper metaphor isn't a bathroom scale; it's a personal trainer. The focus should be on getting stronger and more resilient. At Ignite, we believe accountability starts with attribution.

Our cross-channel attribution algorithms provide the analysis and guidance marketers need for planning and budgeting, as well as justifying plans and negotiating a successful outcome — necessities in today's frugal environment. All of Ignite's spending recommendations — whether an annual plan or mid-course adjustments — receive detailed, objective support, and are based on how audiences respond to marketing.

We evaluate each marketing element on the customer journey for its impact on business results. Our algorithms distinguish between sales that are attributable to recent marketing, and sales that are the result of other factors. In addition, short-and long-term analyses calculate the impact of both brand-building and promotional tactics.

Our advanced attribution technology enables marketers to:

- Identify which sales are driven by audience response to recent marketing
- Link each investment and tactic to conversions, sales and other outcomes
- Distinguish the impacts of marketing activations on different audiences
- Set the stage for accurate forecasting and business-building optimization
- Justify and negotiate budgets with confidence

Forecasting
Predict the Future

A key test of any attribution approach is its ability to support an accurate forecast. Ongoing accuracy builds your team's credibility throughout the organization and reinforces the value of agile planning and cross-channel attribution. To support that, we combine audience and marketing plan information to provide accurate, validated forecasts of future sales based on the allocation of marketing dollars across an array of potential tactics.

Our patented audience-based approach (using agent-based modeling) calculates the impact of each tactic on the overall audience as well as on strategic audience segments. The forecast incorporates audience response metrics to existing and new tactics with spending levels to understand audience reach and exposure levels.

Accurately predicting how your audience responds to changes in marketing tactics and spending will reduce surprises, build confidence and deliver desired results. As a result, your team can focus on being:

- Forward looking: Predict the future, win the future
- Innovative: Estimate the impact of previously untried marketing tactics
- Flexible: Results in total and by audience group, region or sales channel
- Agile: Ongoing updates and validation
- Accurate: Typical annual forecast accuracy of ~99%
- Credible: Audience-based, objective and robust

Optimization
Create the Future

Optimization is the endgame for marketing planning. It ensures that limited marketing resources are delivering maximum impact, while supporting your brand and business strategies.

Ignite's ThinkVine Solution is supported by leading technology and patented data science, delivering speed and sophistication, with an always-on capability so you can understand and improve your results anytime, all the time.

We understand the challenges you face as you try to achieve this goal: Upward pressure on growth, downward pressure on spending, shifting audience preferences and expectations and changing competitive, media and external landscapes. These are just some of the factors our capabilities help you synthesize and optimize.

SmartMix™, ThinkVine's scenario-driven optimization feature, creates recommended marketing plans based on three different goals:

- SmartPlan™ - "I have a budget, show me the best way to spend to maximize sales."
- SmartROI™ - "I have a range to spend within, what spend will give me the best ROI?"
- SmartSpend™ - "I have a sales target, how much do I need to spend to reach it?"

SmartMix™ provides optimization at any level of detail—request an entire plan, or optimize within campaigns and media types. Add constraints (budget ranges, up front buys, lock in or remove tactics) at any level of detail and easily compare recommended plans to existing options. In addition, our experts are available to consult, refine and adjust the recommendations based on changing business goals or market dynamics, allowing you to:

- Optimize to meet your specific needs, managing ST and LT outcomes
- Compare alternatives prior to decision-making
- Achieve internal alignment on the link between budget and future results
- Adapt in real-time to any internal changes (strategy, budget, etc.) and marketplace changes (competition, audiences, external factors, etc.)

Quick Facts: ThinkVine

Product Summary

Ignite's ThinkVine audience-based Marketing Attribution and Optimization Solution provides marketers with the clarity and confidence needed to optimize short-term and long-term growth and profit. Ignite's ThinkVine solution helps B2C organization-strengthen marketing plan effectiveness and efficiency, and create stronger brands over time.

Our solution is designed to create customer value by simplifying the challenge of integrating strategy, growth, investment choices, innovation and the complex path-to-purchase in your decision-making. It is supported by leading technology and patented data science, delivering speed and sophistication, with an always-on capability so you can understand and improve your results anytime, all the time.

Key Features

Ignite help companies do more with less and enable real-time marketing, leading to:

- A better grasp of all marketing activity performance, and accelerated marketing speeds to adjust to strategies
- Improved ROI through optimized marketing strategies based on accurate budget information based competitive advantage

   Software: Ignite's ThinkVine scenario-driven software allows users to easily test high-level changes to strategy and detailed changes to tactics. Designed to enable rapid responses to market changes — including external factors — the web-based software also provides anywhere, anytime access to authorized stakeholders. The software provides an agile way to manage and understand complex cross-channel relationships and multiple audiences.

   Algorithms: Ignite applies innovative and patented algorithms that efficiently replicate the complexity of the relationship between the marketer and the consumer. The cornerstone of our algorithmic approach is our patented agent-based modeling framework. Agent-based (or audience-based) models are ideal for identifying how marketing influences different audiences.

   Data Integration: Ignite's technology accepts and integrates a wide array of data, including consumer information, media data and external information such as weather and economics. As a result, Ignite's customers plan and respond to changes with the very best information possible.

   Insights to Execution: The longer the interval between insights and execution, the less valuable the insights are. At Ignite we turn insights into rules to drive your execution. This allows you to operate in the future, not in the past. Utilizing these rules in your CRM program, programmatic buying platform and other tactics increases effectiveness and time-based competitive advantage.

For More Information
Please contact us at success@ignitetech.com or visit www.ignitetech.com