



GROWTH

**70%**

of investors evaluate sustainability in their decision process<sup>1</sup>

**\$1T**

market opportunity for businesses that effectively market themselves as eco-innovators<sup>2</sup>

# Seeking measurable proof?

BRAND REPUTATION

**75%**

increase in corporate citizenship directed by the C-suite in the past 5 years<sup>3</sup>

Customers have a

**more positive**

image, trust, and loyalty towards sustainable brands<sup>4</sup>

SAVINGS

**\$6.8M**

operating expense savings experienced in one year by a Measurabl user



# Data. Captured. Business performance. Supercharged.

Communicate your vision for sustainability confidently  
Let Measurabl do the rest

1

## Measure more than you can imagine



Visibility to realize your vision

“Measurabl has given our clubs the opportunity to track and archive vital building statistics in ways we didn’t think were possible.”

- Major League Baseball

2

## Reveal actionable insights



“When data becomes **actionable**, that’s where **value** comes in. Measurabl provides that opportunity.”

- CBRE

“85% of Fortune 500 companies respond to the Carbon Disclosure Project, the CDP. Measurabl makes the process simple and streamlined that’s really welcomed.”

- Salesforce

3

## Be a leader



Prove your progress and enhance your brand

“Our partnership with Measurabl brings **tangible value** to our efforts to **transparently report** environmental and social progress.”

- AvalonBay

“We want to benchmark our performance and quantify the benefits of sustainability...to **communicate our performance**. We want to be measured.”

- Boston Properties

From reverse side:

- 1 “Sustainable Signals: New Data from the Individual Investor,” Morgan Stanley Institute for Sustainable Investing, 2017
- 2 <https://www.forbes.com/sites/forbesagencycouncil/2017/10/31/how-to-leverage-sustainability-to-increase-business-profitability/2/#7e6c69f28ff7>
- 3 “Better Business Better World;” Business & Sustainable Development Commission, January 2017
- 4 [http://www.sustainablebrands.com/news\\_and\\_views/stakeholder\\_trends\\_insights/sustainable\\_brands/study\\_effectively\\_marketing\\_sustainabl](http://www.sustainablebrands.com/news_and_views/stakeholder_trends_insights/sustainable_brands/study_effectively_marketing_sustainabl)

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