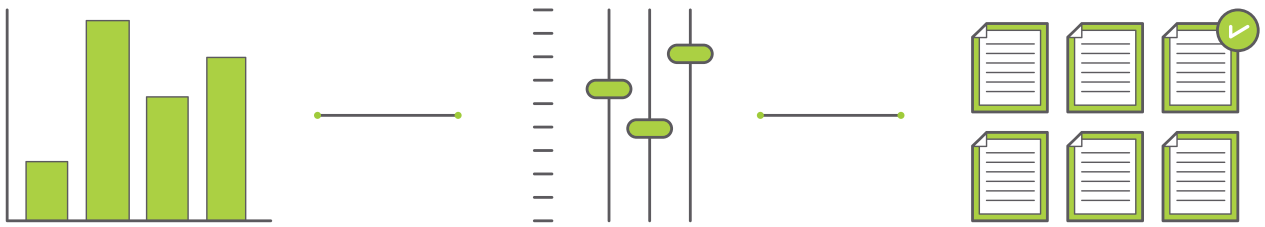
IQ SAGE®

Bottom-Up Attribution

Test Your Media Buys Before You Execute



Informed by your TrueMetrics™

You explore multiple media scenarios

Then select an optimal media plan

Almost everyone has experienced buyer's remorse. Prevent it with IQ Sage, which uses the TrueMetrics generated by IQ Envoy® to let you test every possible marketing scenario before you buy. Evaluate various combinations of channels and tactics before allocating your budget. Once you pick the best possible outcome, an optimal media plan is yours – with just a simple click of a button.

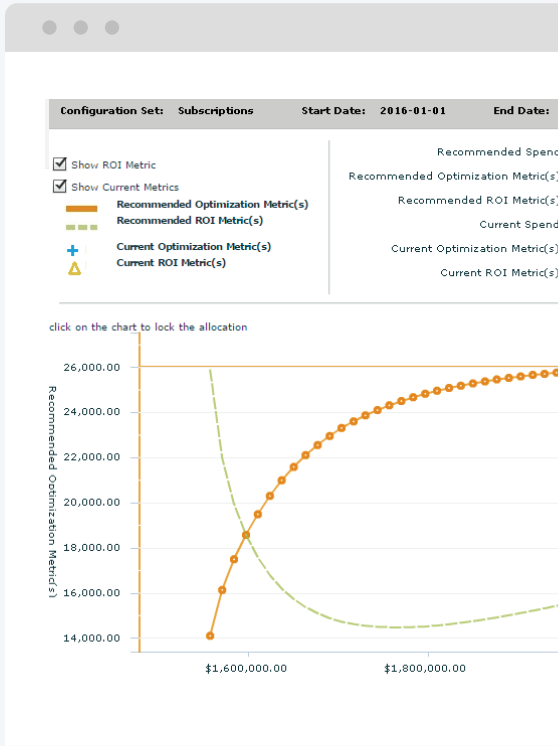
Features

- Scenarios explored based on your goals:
  - Conversions/Engagement Score
  - CPA/CPE
  - Overall Cost/Budget
- Plans based on attribution-informed predictive analytics
- Both online & offline addressable channels included
- Constraints set to account for real-world conditions, such as buying commitments, inventory limitations & others
- Accounts for diminishing returns
- Media plans output by:
  - Partner
  - Channel
  - Buying Platform
  - Publisher
- Exportable, or sent via feed using IQ Deploy®, to your media buying platforms
- ScenarioFlex™ enables optimization of multiple simultaneous objectives (downloads, demos, sign-ups, etc.)

Benefits

- Test unlimited "What-If?" media buying scenarios in safe, pre-launch mode
- Translate measurement & analysis into actionable optimization tactics
- Replace flawed "last click" optimization with attribution-informed optimization
- Leverage cross channel & cross tactic influence/synergy in your planning
- Streamline "spreadsheet anarchy" typically associated with media planning
- Gain accurate predictions & performance forecasts
- Accelerate media planning/buying time-to-market
- Increase engagement score & engagement rate while decreasing CPE
- Increase conversions, revenue & ROI while decreasing CPA
- Free up time to devote to more strategic tasks

Uncovering the optimal combination of tactics to meet your conversion or brand engagement goals within a defined media spend.



visualIQ® Revealing Marketing Truth™

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