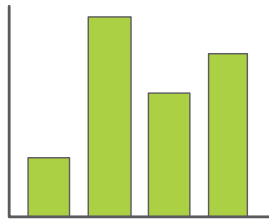
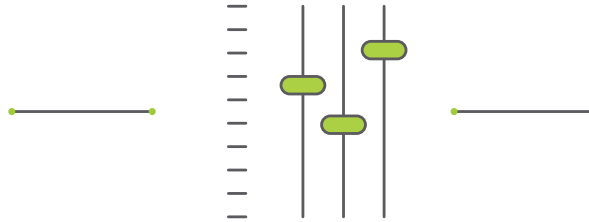




Simulate Marketing Budget Allocations Before You Launch



Informed by your TrueMetrics™



You explore multiple marketing spend scenarios



Then launch optimal budget allocation

IQ Sage uses your TrueMetrics produced by IQ Envoy® as a basis for you to explore and compare an unlimited number of potential marketing spend scenarios, simulating combinations of channels, geographies, products and other dimensions geared toward achieving your ultimate business goal. Once an acceptable scenario has been tested and selected, an optimal marketing plan is produced at the click of a button.

Features

- Scenarios explored based on your goals:
 - Conversions
 - Profit
 - ROI
 - Brand Value
 - Customer Lifetime Value
- Plans based on attribution-informed predictive analytics
- Both addressable & non-addressable channels included
- Accounts for diminishing returns
- Constraints set to account for real-world conditions
- Optimal marketing mix allocation by:
 - Channel
 - Geography
 - Product
 - Custom Dimensions
- Exportable marketing plans

Benefits

- Test unlimited "What-If?" budget allocation scenarios before launch
- Translate measurement & analysis into an optimized marketing plan
- Leverage cross channel & cross-dimension influence/synergy in your planning
- Replace siloed channel planning with holistic, cross channel budget planning
- Gain accurate predictions & performance forecasts
- Optimize marketing plans on a more regular cadence
- Increase brand value, conversions, revenue & ROI while decreasing CPA

Uncovering the optimal spend by marketing channel and dimension to maximize ROI.

