

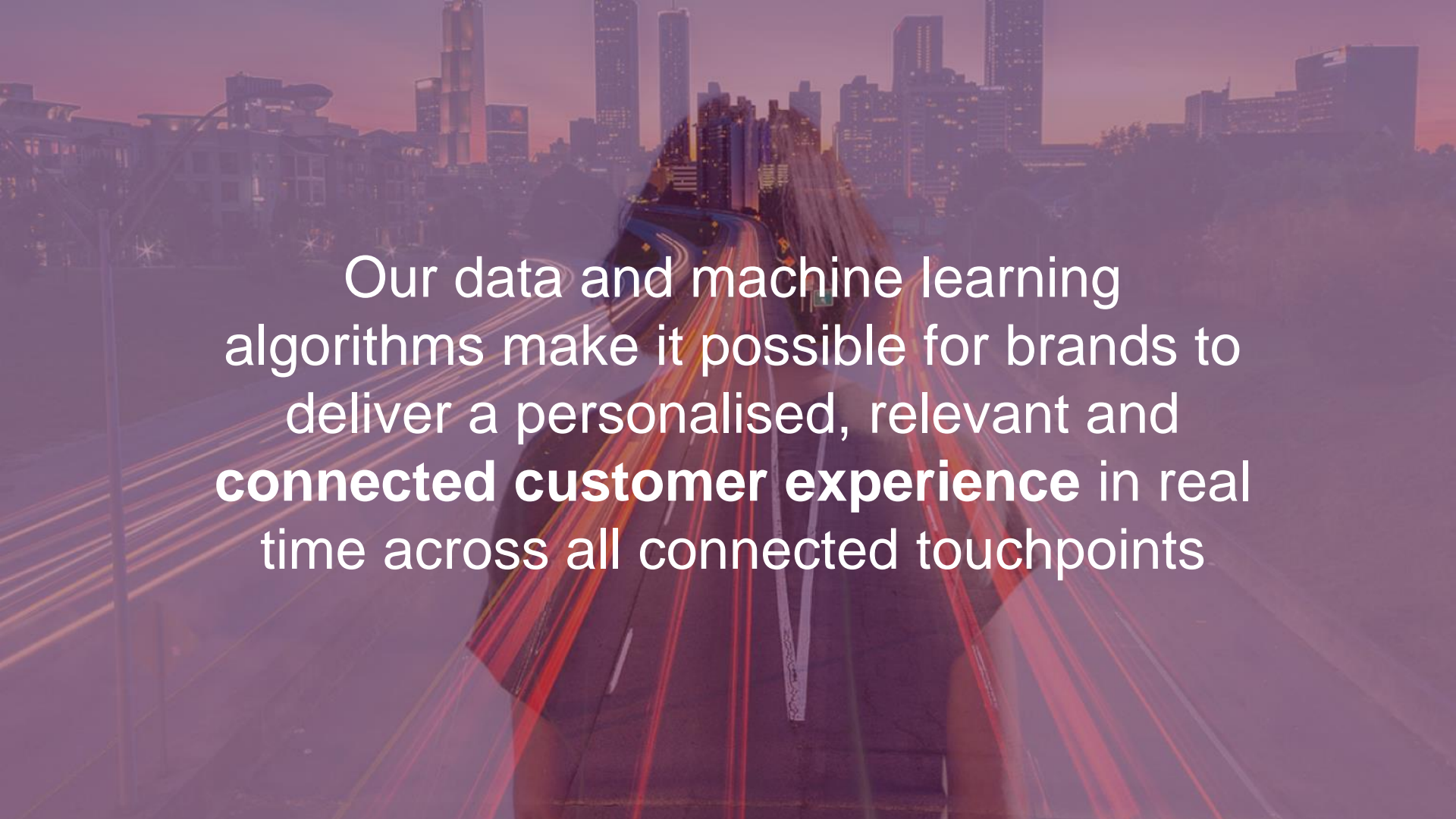


DATA THAT MAKES YOU MORE HUMAN

Welcome to the next generation of self-learning predictive marketing.

IGNITION

Ai



Our data and machine learning algorithms make it possible for brands to deliver a personalised, relevant and **connected customer experience** in real time across all connected touchpoints

Our pillars of data driven marketing

REAL TIME (BIG) DATA TOOLS



ROI BASED MARKETING AUTOMATION & ALGORITHMS



DATA DRIVEN MACHINE LEARNING TRANSFORMATION



INSIGHTS : REAL TIME AI & ADVANCED ANALYTICS



TECHNOLOGY INTEGRATION

ATTRIBUTION & OPTIMISATION

DIGITAL MEDIA AND
CONTENT DISTRIBUTION

We collect the data that drives consumer behaviour:



What people
SEEK AND SEE

+



What people
SAY

+



What people
DO

=



Linking to what they
BUY

4 CORE TOOLS. UNLIMITED CAPABILITIES.

All built by us. All our own IP.



WIRED



LISTEN

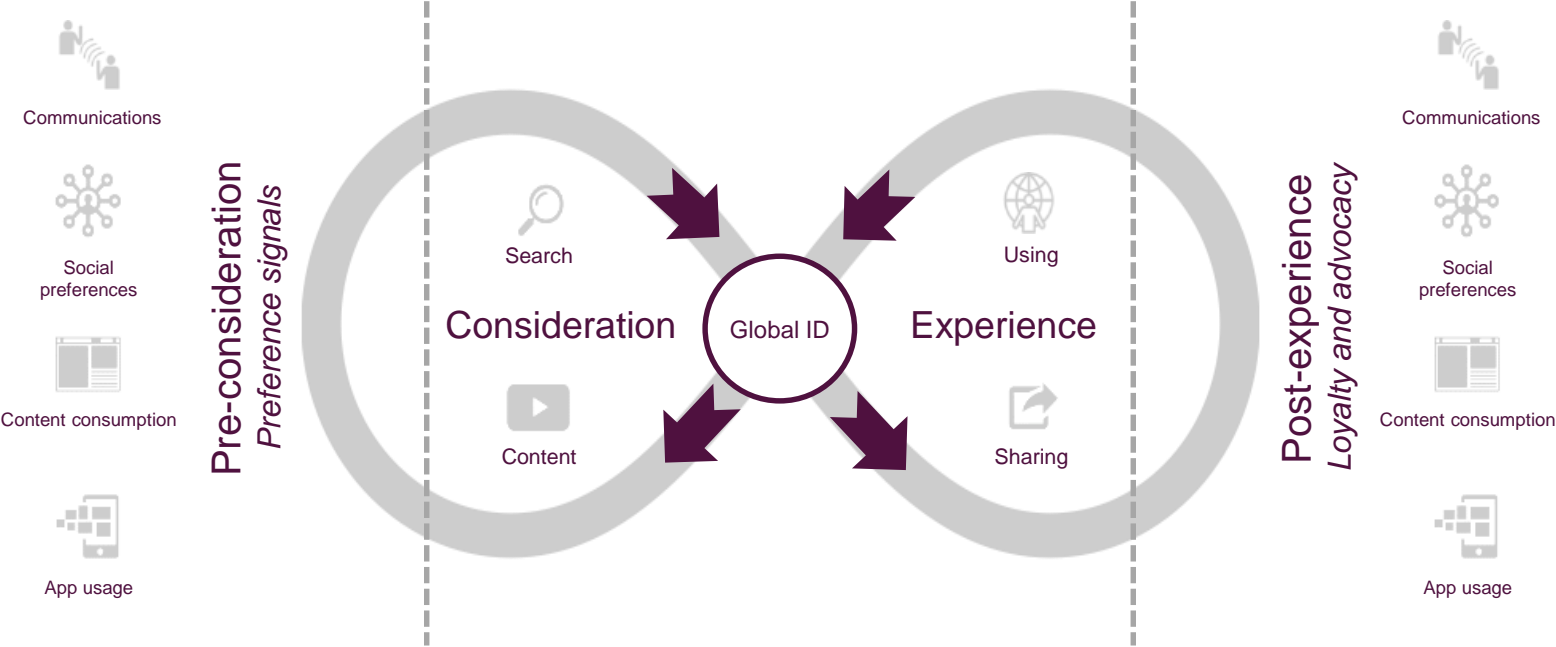


SITE

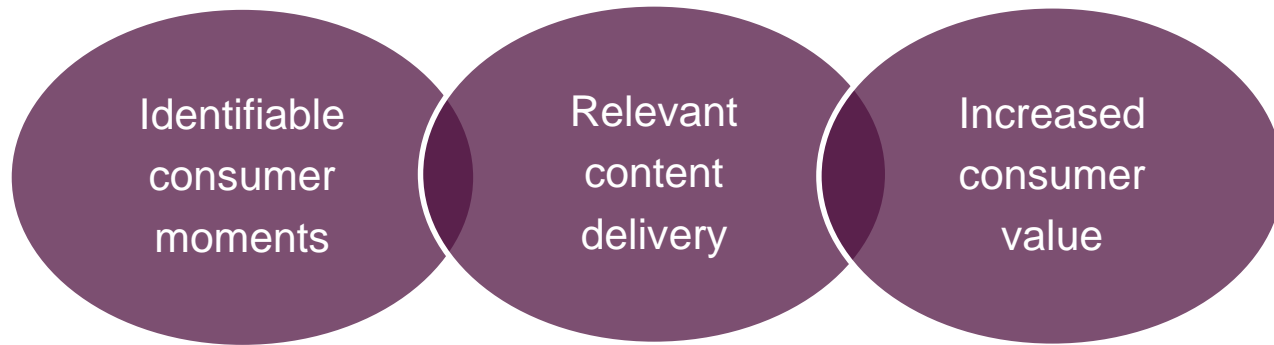


DEVICE

This allows us to connect content in context across the consumer ecosystem:



To deliver relevance at each stage of the content journey:



We know:



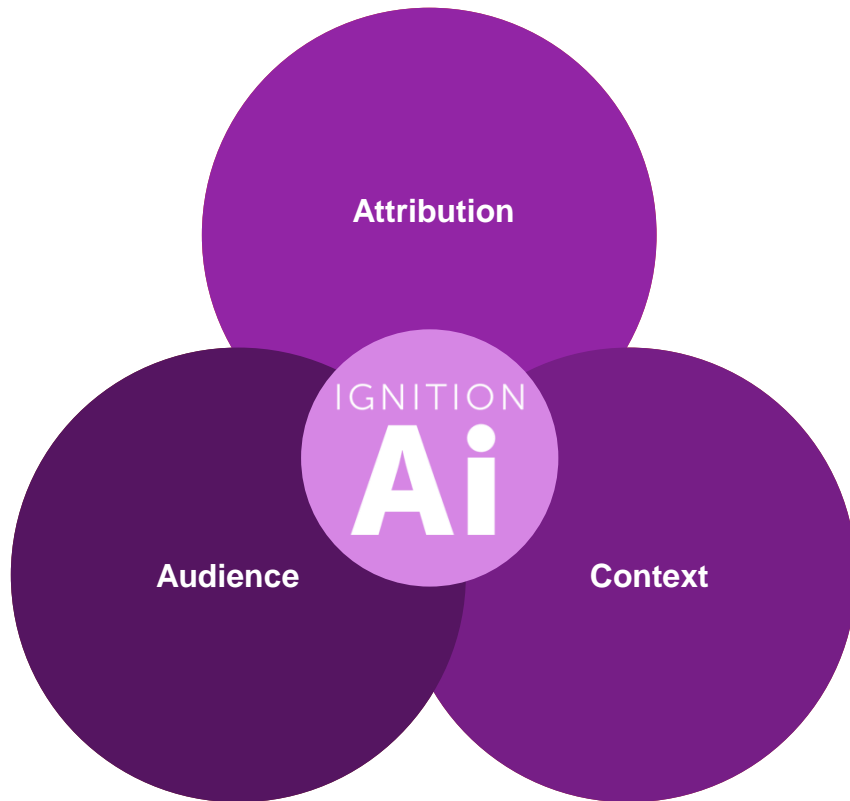
Who your next customer is
How, where and when's best to talk to them
What they are worth vs. costs of sale

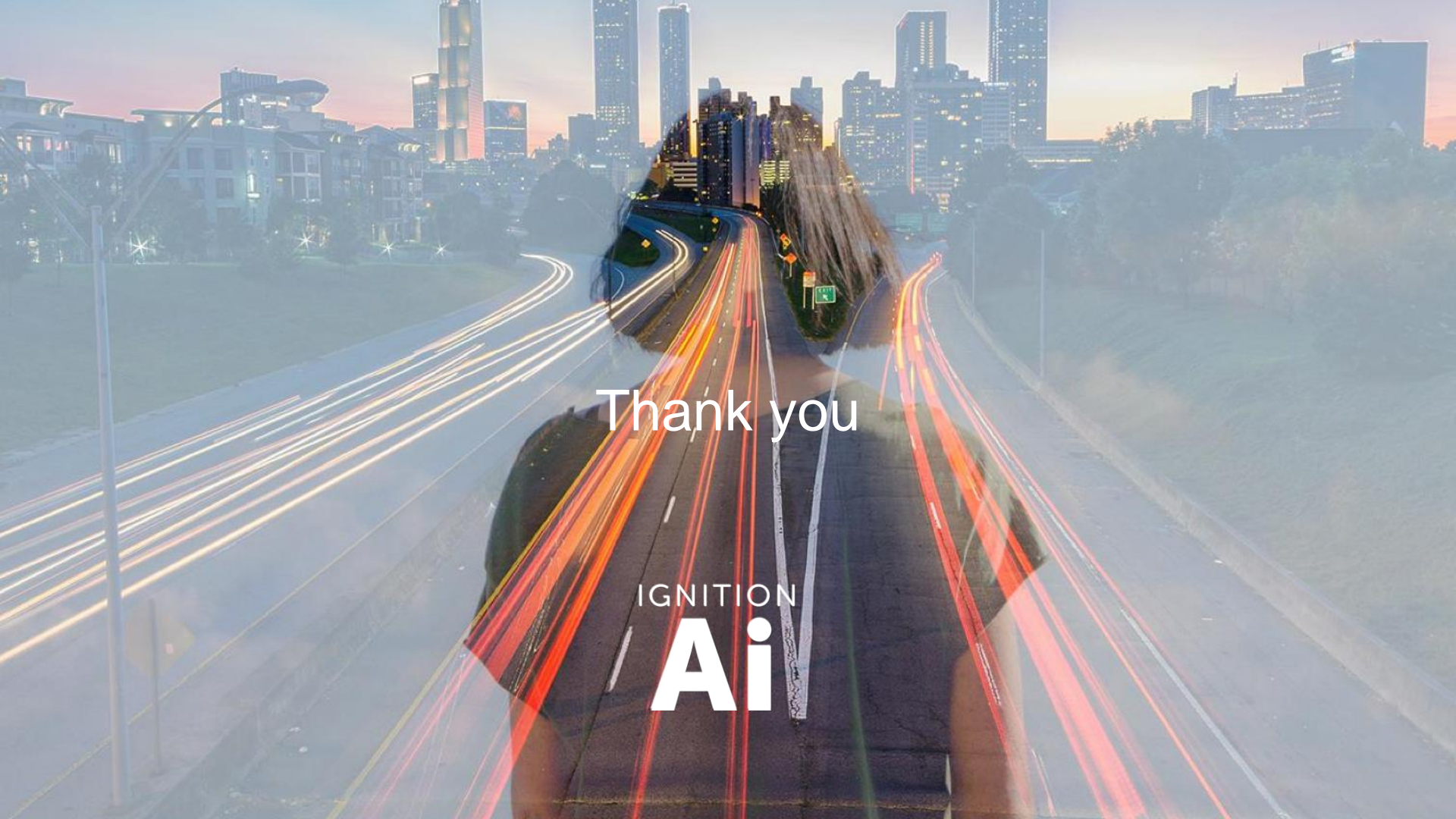
Delivering results at every stage:

- 1. Get higher up the funnel**
Identify your most valuable audiences, create actionable insights and target them much earlier in the purchase journey.
- 2. Discover what content your profitable consumers love**
We know what editorial themes your audiences are seeking, sharing and reading and the value of this.
- 3. Place your content in powerful moments**
We know in real time and at an individual level when your consumers and prospects are in market and can place your ads in the correct context.
- 4. Real time optimization and ROI reporting of content and distribution**
Don't waste money on ads that no one sees; we track viewability and can see what is (and isn't) performing.
- 5. Discover New Opportunities**
Discover and quantify new content, new opportunities and new audiences.

With the website and digital assets tagged correctly and learnings from the the data and insights implemented...

Ignition Ai predict, **increase effectiveness by at least 30%** and gains a greater understanding of what works





Thank you

IGNITION
Ai