



i4conAnalytics

Leveraging ML & AI to Deliver the Best Data Analytics

Why Us?

October, 2018



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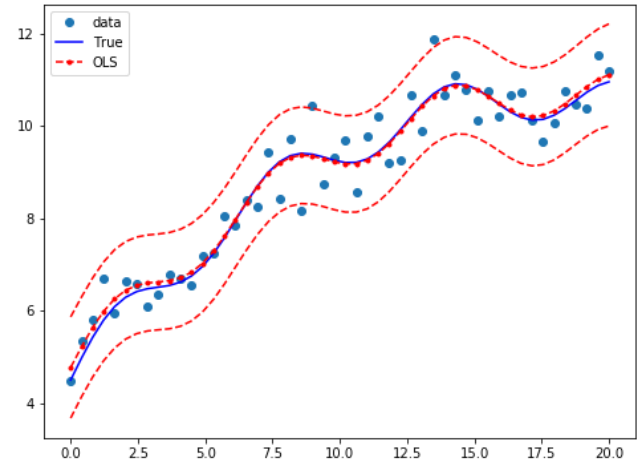


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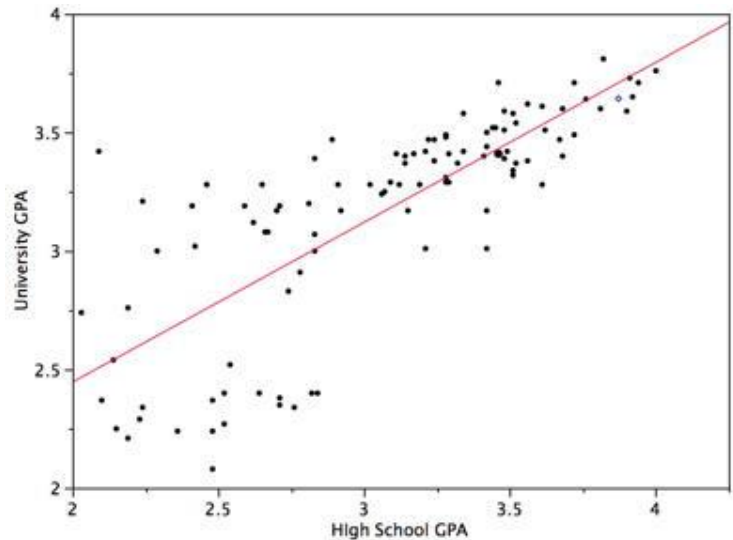
Marketing Analytics History in Brief I (1990 – 1997)

- In the beginning of Marketing Analytics, data scientists used Ordinary Least Squares (OLS) regression analysis to calculate and adjust attribution models:
 - OLS process best adjusts a curve to the sales path using as variables all kind of adjusted/shifted data series (Marketing and Economic Data)
 - OLS analysed models used to have two to six variables
 - Variables were given a parameter that accounts for the ROI of affected tactic/channel
 - It took from four to six months to manually fine/tune any standard model with SPSS or Eviews software



Marketing Analytics History in Brief II (1997 – 2007)

- With the rise of multichannel marketing, the number of variables grew and OLS manual adjustment of multi-billion variations' models became unfeasible
- Marketing campaigns' ROI analytics turned then on to the only option available: A much more simpler Linear Regression Modelling (LRM):
 - Linear Regression Modelling (LRM) try to adjust a line to the sales path and use the adjustment process to derive each channel or tactic ROI
 - More simple to calculate but adjustment errors are bigger and prediction is very poor



Marketing Analytics History in Brief III (2007 – 2014)

- In 2007 Dr. Michael North publication on Agent Based Modelling (ABM):
 - Agent Based Modelling (ABM) creates a set of virtual consumers that try to emulate real life economic agents
- During some years ABM looked more scientifically viable than Linear Regression Models due to the fact that LRM adjustment resulted in very poor predictions

Agent-Based Modeling /ājent-bās'd mädl-ing/ (ABM) *n.*

1 An agent-based model is a class of computational models for simulating the actions and interactions of autonomous agents with a view to assessing their effects on the system as a whole.



Marketing Analytics History in Brief IV (2014 – 2018)

- The increasing segmentation of the market that comes with the development of
 - internet sites (social, corporate, scientific, etcetera) and
 - internet tools (Search Engines, Marketplaces, etcetera)

creates new online channels and tactics to access more segmented customers, while making the offline media evolve and diversify to counterattack such new commercial competition

- Virtual agents for the ABM, agents that try to emulate real world customers' segments, become so many and so complex that data feeding and post calculations turn into an impossible task
- Linear Regression Models need to adjust for so many variables that manual fine-tuning becomes also an impossible task



Marketing Analytics Current Status I

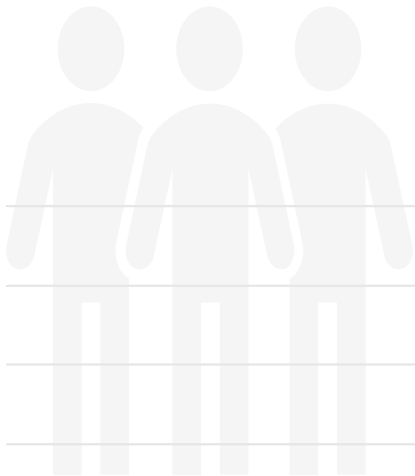
- For the last four to five years:
 - marketing analytics firms have been using rough manual adjustments to compensate the lack of useful automated analytic tools
 - companies have realised the lack of consistency of the attribution results coming from these marketing analytics firms and so
 - companies have begun to create their own analytics data departments and to move this analytics' work inside these new facilities
 - Due to it, marketing analytics firms have seen their business declining



Marketing Analytics Current Status II

- **But:**
 - No other option remains to accurately evaluate the ROI of any marketing expenditure than OLS
 - No other option remains to accurately predict what is going to happen with sales on facing any marketing expenditure
 - ADOBE, SAS, SAP and all other big corporate systems have poor analytics tools:
 - They lack true OLS optimization process because they lack the right know-how to avoid the need of huge unavailable hardware resources
 - They lack a good digital marketing attribution to do Multi-Touch
 - Proprietary working developments for Machine Learning and Artificial Intelligence remains to be too complex and too time consuming for most companies

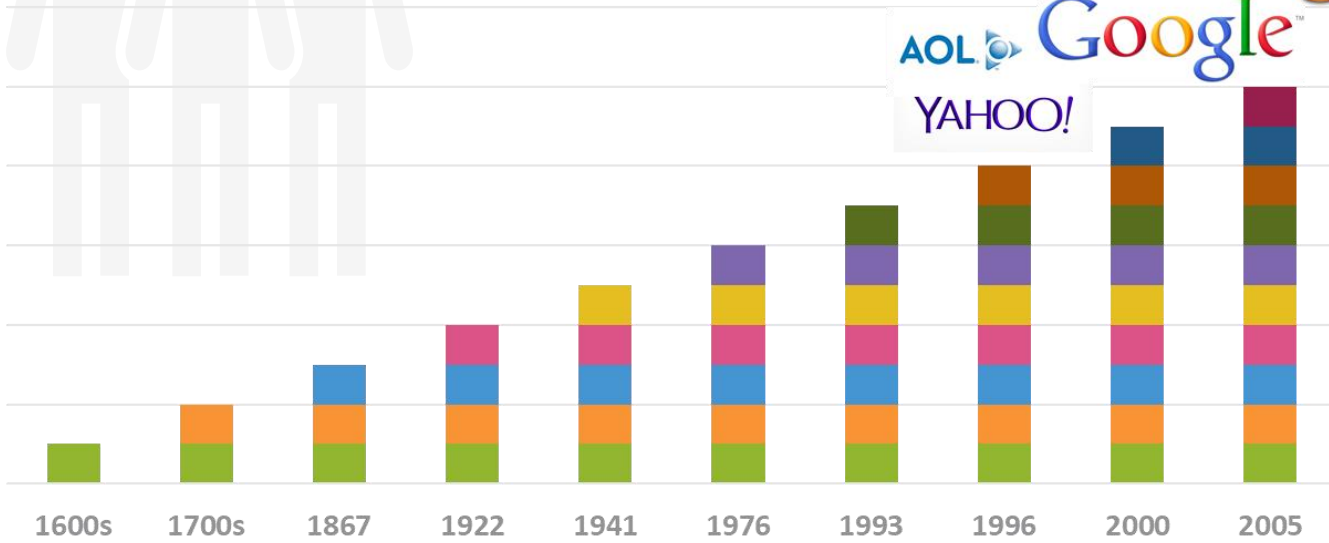




Marketing Options



- Social
- Mobile
- Search
- Banner Ad
- Cable TV
- TV
- Radio
- Outdoor
- Magazine
- Newspaper



**Ability to execute
has outstripped
ability to measure**



i4conAnalytics



Now What?

The future is here I

Since the beginning of 2015 we have:

- Analysed the current status of Analytics
- Analysed possible solutions
- Taken the lead in innovation
- Dedicated big investment
- Dedicated big amount of time



The future is here II

In 2018 we:

- Produced the best Analytics software ever:
 - We have a unique Machine Learning and Artificial Intelligence development that allows solving and fine-tuning attribution models through OLS with lots of variables, adjusting ROIs up to a 50%, and taking up to 90% less time
 - We have a unique Digital Attribution development that allows us to accurately measure Digital Campaigns ROI using Multi-Touch and getting rid of fake-clicks (click-fraud)
- Produced the best digital perimeter security tool ever:
 - We have a unique developed tool that prevents the click-fraud that is growing in parallel with z-bots and ramsonware for all kinds of hacking and intrusion



The future is here III

Using I4conAnalytics services you can get:

- Each campaign or ad, and each channel or tactic, will get the sales attribution it truly deserves; without manual interested changes
- Media buyers (the same as Google) will not be any more “judge in his own case” when reporting and invoicing
- ‘Fake clicks’ will not be a nightmare for marketing budgets any more
- Daily dynamic dashboards for digital campaigns will be available
- Machine Learning and Artificial Intelligence allows us to save about a 90% of the time needed by any competitor to adjust and fine-tune our models
- Knowing which ad or campaign perform better allows you to invest the right way and obtain the highest ROI
- With just a 3% of your campaigns budget you may get up to a 50% improvement on your publicity budget return



The future is here IV

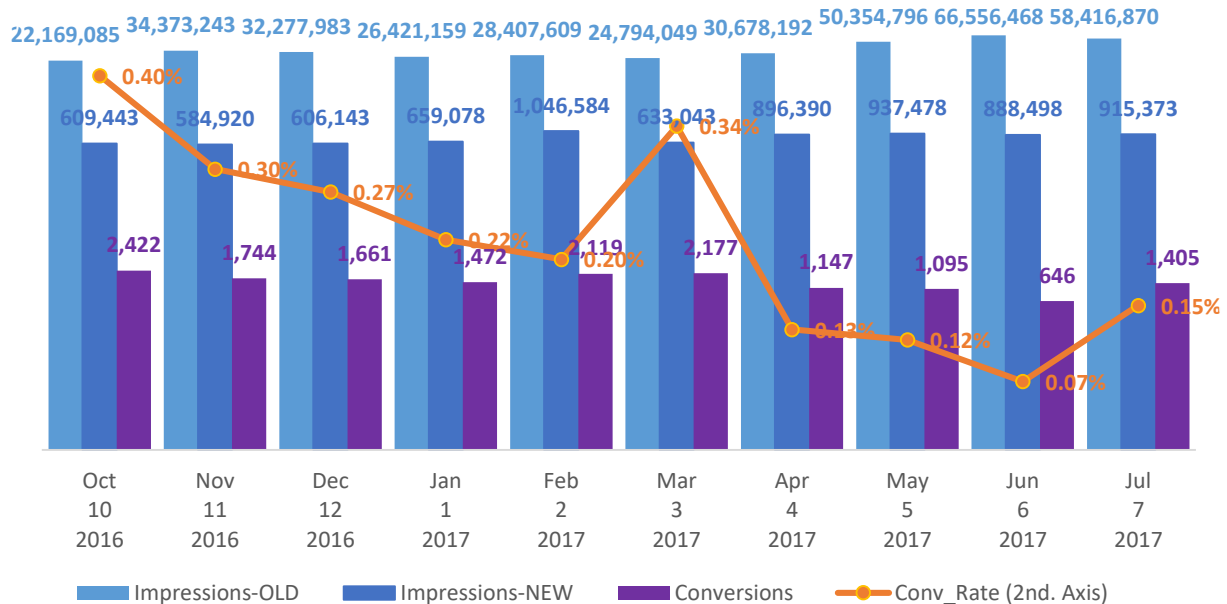
We can also do all types of impact analysis on how big structural changes affect sales:

- Big assets purchases or sales
- Big logistics and infrastructures changes
- Point of sales changes or complete renewal
- White brands creation or change
- Price strategy changes
- Legal changes
- Competence changes

Whenever you have any analysis, with more than a few variables, to be solved using Ordinary Least Squares, you will need us



Use Case: We raised huge differences between advertising co. data and true data in number of digital impressions (logarithm y axis)



Impressions-OLD stands for data from Advertising Co.;

Impressions-NEW stands for data from I4conAnalytics



Why Us?

Because we have the
Know-How
no one else has

