

## CALL FOR ALPHA PARTICIPANTS

# Turnkey Applications for Digital Measurement

### Problem

Our customers tell us:

- “We lack internal resources to get value out of the raw data we are receiving.”
- “We want insight from day one—what’s working and what isn’t.”
- “We want measurement to increase ROI on our advertising spend.”
- “We want the measurement metrics calculated for us.”
- “We like simple insightful visualizations.”

### Solution

We’re building the next generation of measurement solutions for B2C advertisers and their agencies.

- Standard reports automatically calculate the most commonly-requested measurement metrics, including conversion rates and cross-channel reach and frequency
- A simple interface with no data manipulation or analytical expertise required

Interested? We’re recruiting participants for our free alpha!

## Alpha Program Details

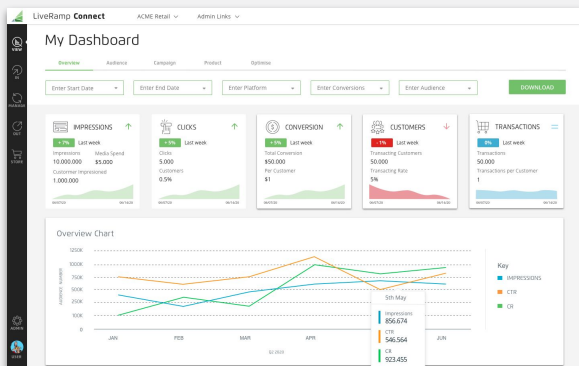
We are recruiting a very small number of innovative partners to provide feedback.

### Partners receive

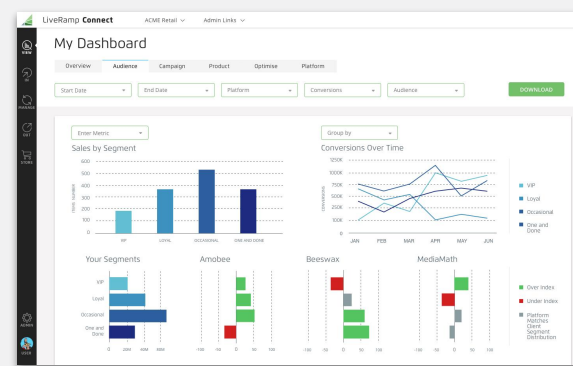
- First look at new product line
- Input on future features
- Free access to for the first six months

### Partners provide

- Time to review and share feedback
- Access to relevant data sources, such as Ads Data Hub (ADH) instance or demand-side platform (DSP) log files



Key conversion and reach metrics calculated automatically



Understand how different customer segments perform across channels