

Introducing Objective Platform



Common challenges marketing teams are facing

1. Incrementality of both digital and traditional media channels
2. Measuring the accountability of upper funnel and brand campaigns
3. Quantifying brand equity on mid/long term baseline sales
4. Plan and predict the outcome of media campaigns during the year

Objective Platform is a unified measurement solution that helps **you** increase the impact & accountability of **your** media investments

Why do we exist?

Unify Digital & Traditional Channels

Enable a unified media view across departments and agencies



Model Performance & Brand Campaigns

Get an 'objective' view of the impact of all paid media campaigns



Plan and Prediction

Gain Marketing Optimization & Predictability capabilities



Trusted by leading brands

+5 bln media investments modelled and analyzed



kin.



wehkamp



NEDERLANDSE
LOTERIJ

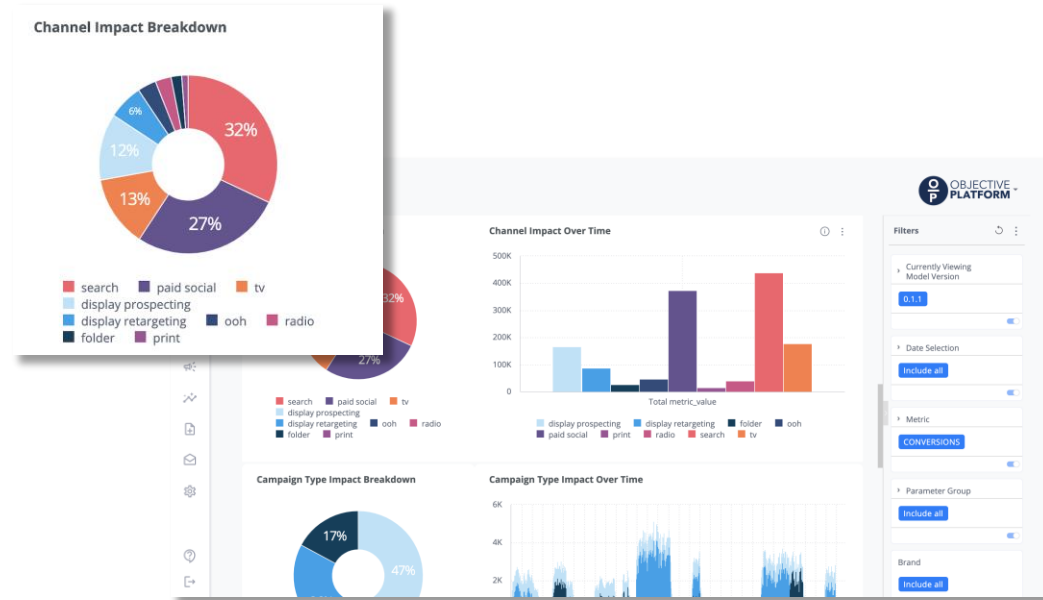
VATTENFALL



N26



Continuous insights and decision-making in **one** platform



Data

Automated data intake & validation from 200+ data sources



Modelling

Next Gen MMM as the core of our Unified Measurement Framework



Decision-making

Advanced insights for data driven decisions and predictions

Media Scenario Planner

Predict your media plan with attribution modelling and machine learning

Create data-driven media plans



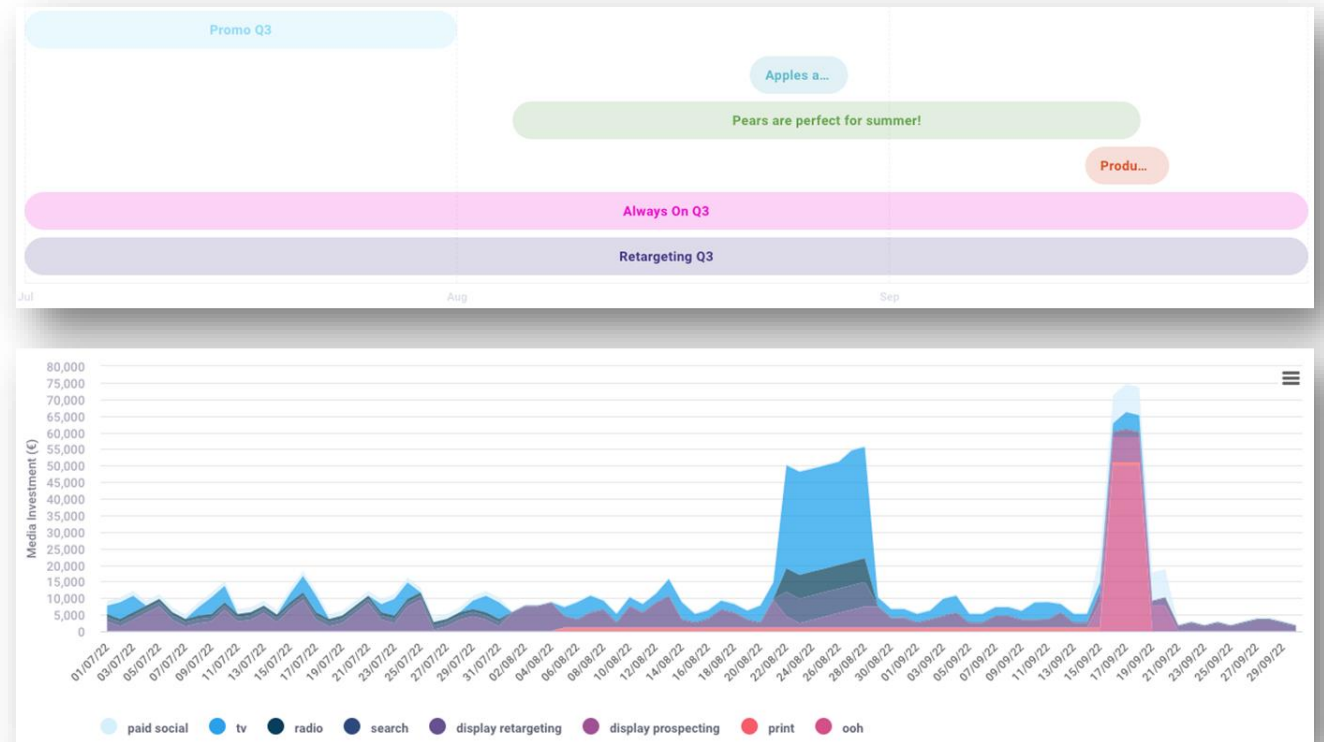
Evaluate different scenarios



Anticipate for budget and campaign changes



Align teams and agencies



Case study: T-Mobile Home

The Challenge

1. Optimal budget allocation per month?



**Is marketing measurement a
roadmap item for 2023?**



Maurik Gashi

Account Executive

Maurik.Gashi@objectiveplatform.com

0044 204 54 056 49