

**DATA  
& TECH**

# WHO ARE WE

## HIGH END DATA CONSULTANCY

helping clients make  
better decisions for  
stronger outcomes

## CREATIVE SOLUTIONS EXPERTS

building innovative  
data tech and tools  
for our clients

## DATA & TECHNOLOGY PLATFORM

for the  
M&C Saatchi Group  
& clients

# WHY WE DO WHAT WE DO

## PEOPLE

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## PERFORMANCE

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Segmentation  
Audience Profiling  
Basket Analytics  
Big Data Insight  
Trends  
Behavioural Tracking  
Natural Language Processing  
Biometrics

Data & Technology Consultancy  
Brand/Campaign Tracking  
Growth modelling  
Econometrics  
Predictive Analytics  
Effectiveness & ROI  
Measurement Frameworks  
Dashboards & Visualisation

# OUR CLIENTS



United Nations



World's Biggest Football Club



Moët Hennessy



Ashley  
HOMESTORE



10 Downing Street



Thames Water



National Trust



BACARDÍ

# WHAT MAKES US STAND OUT

## **\$5M DIVERSE DATA STACK**

carefully invested  
in the world's leading  
data suppliers

## **BEST-IN-BREED AI ECOSYSTEM**

driving new value  
from data  
for clients

## **CONNECTED & SCIENTIFIC**

cutting-edge,  
integrated, robust

# WE'RE INDUSTRY LEADING

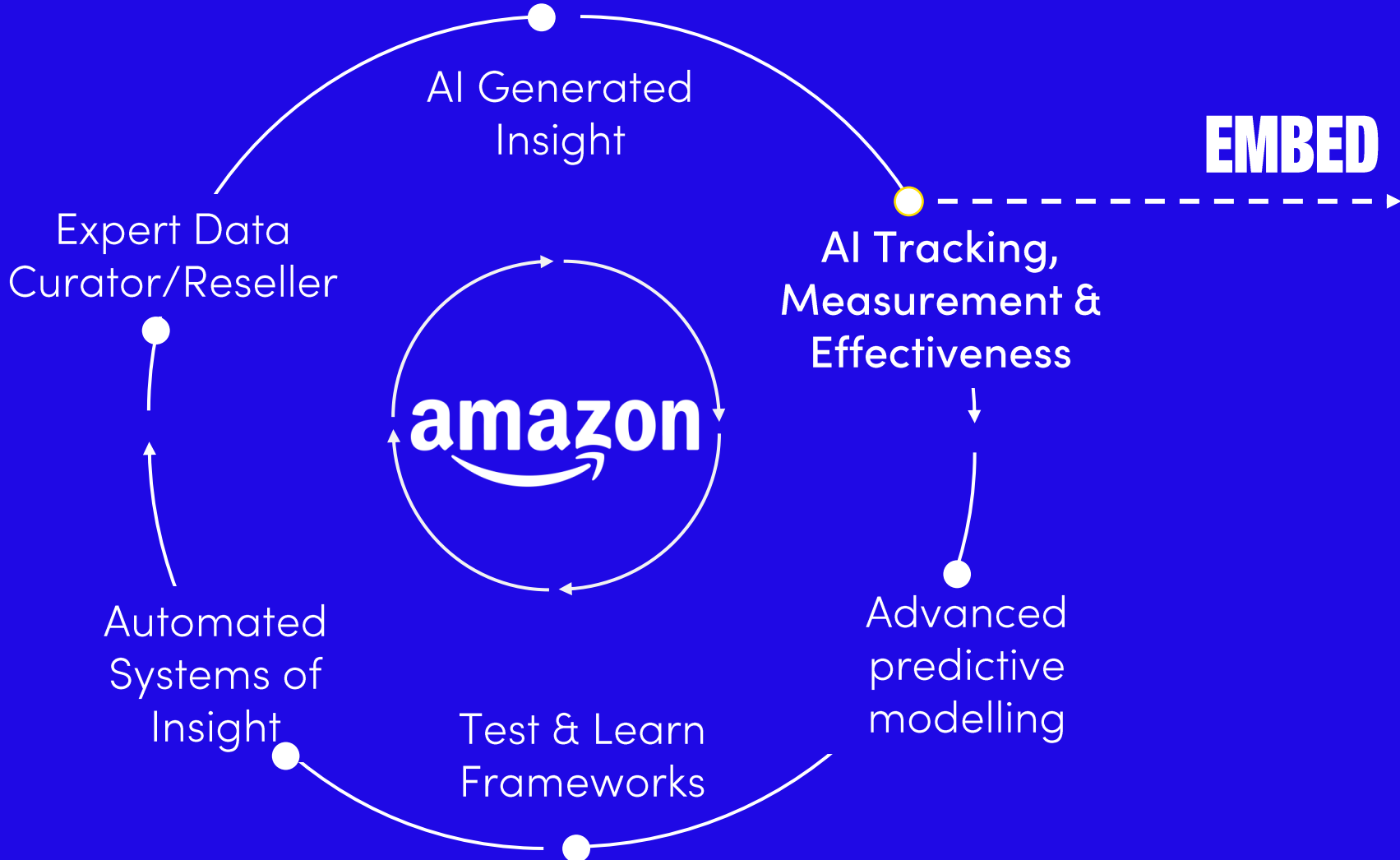


campaign  
AGENCY  
OF THE  
YEAR

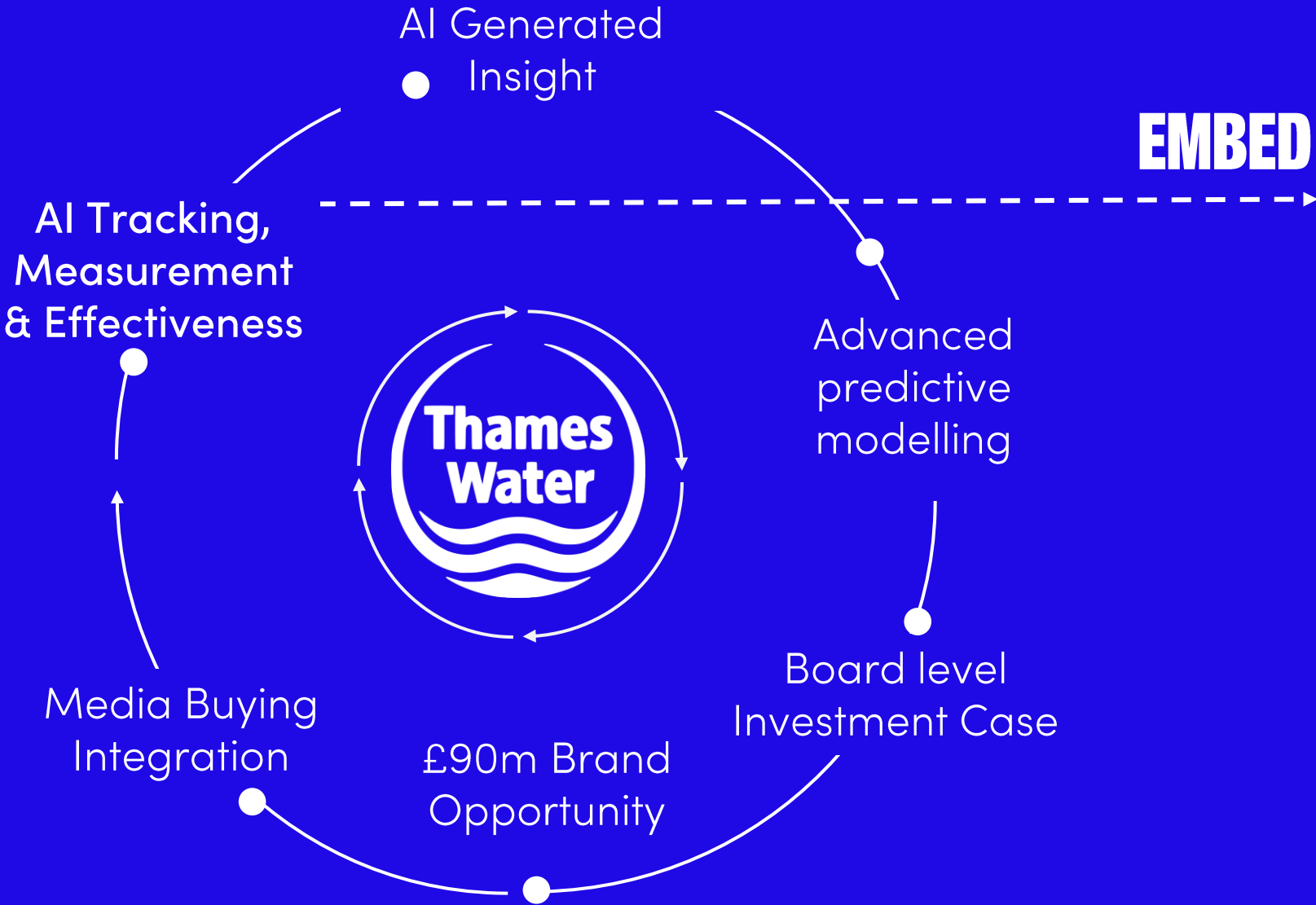
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SHORTLIST ★ 2022

# LAND, EXPAND, EMBED



# LAND, EXPAND, EMBED



# DATA & ANALYTICS BUOYANT MARKET

## In Demand

85% of CMOs say data-driven decisions are a crucial competitive advantage

Businesses that fully embrace data 8.5x more likely to see 20%+ YOY Revenue increase

## Massive Growth

Marketing analytics sector to 10x from \$32bn 2021 to \$330bn 2030: 29.9% CAGR

Marketing's big problems are now being solved by data & technology solutions

## Cutting Edge & Agile

Privacy-first sandbox environments provide better Measurement & Attribution

Systems of insight powered through proprietary data lakes and data science

AI-rich data & tech ecosystem

We all know the potential of this space

Where to win

# STRATEGY FOR GROWTH

**BUILD**

High margin  
creative solutions

**PARTNER**

Curated Best-in-  
Breed Ecosystem

**BUY**

Highly-Targeted  
Tech Acquisition

# A PLAN FOR SUCCESS

## BUILD

- Brand Equity, Valuation, Tracking
- Customer Experience Tracking
- Market Sizing & Projections
- Data Lakes
- Trend Mapping
- Data Vis & Dashboarding

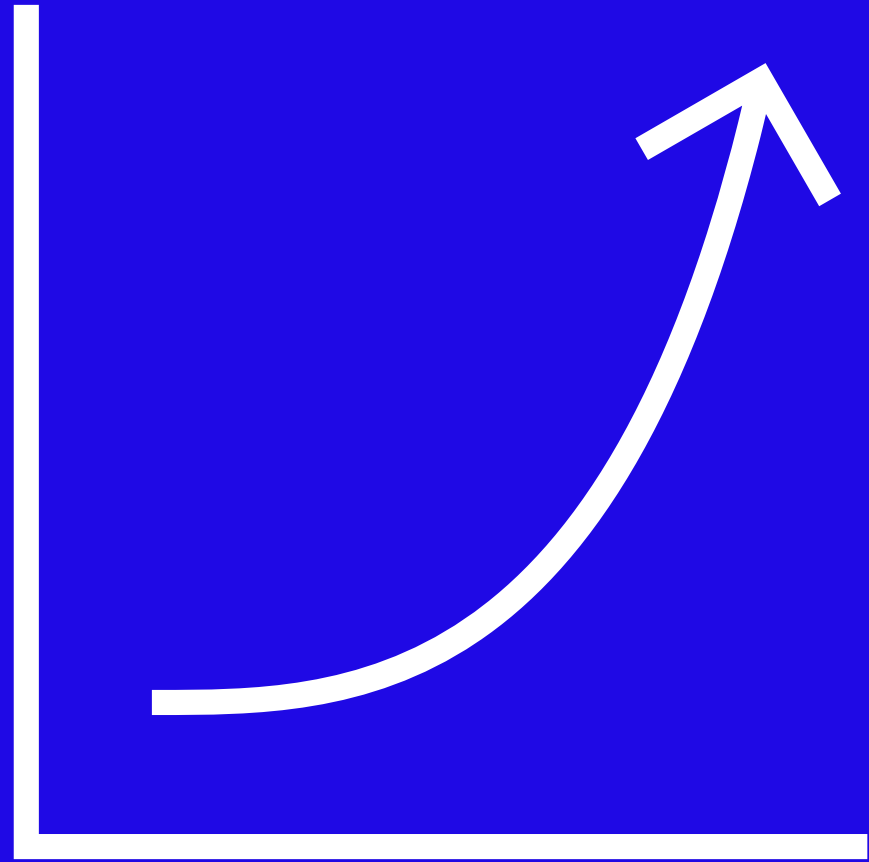
## PARTNER

- Data Suppliers
- AI Ecosystem
- Technology Partners

## BUY

- Automate mature products & services
- Connect the customer journey
- Deepen insight through data lakes
- Innovate in new domains

**MOVING  
FORWARD.  
WITH  
AMBITION.**



**THANK YOU**