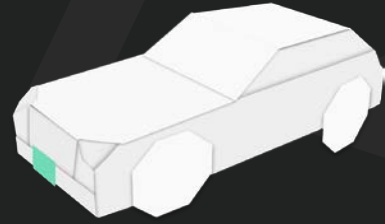


SMI | for Brands

True ROI, demystified at last.

Stop guessing - discover exactly how you, and your competitors' ad spend strategies differ. Learn what's working, what isn't, and where to place ad dollars to beat the competition.



Why SMI?



Ad Categories

Follow data by category and subcategories to easily understand how your brand stacks up.



Marketing Effectiveness

Leave the bewilderment of cross-platform ROI behind you with SMI reports.



Best-In-Class Partners

Linking deterministically to the most granular and transparent third party datasets.



Premium-tier Solutions

Add customized reporting on any other dimension you require for the most accurate picture



Competitor Spend Monitoring

Assess competitive ad spend activity and ROI, so you can tweak your media mix for improved ROI



Real Spend

We source actual ad spend from 5 of the 7 major media buying holding companies.



Granular TV + Digital data

Track companies to identify opportunities worth more research, and the media receiving greater interest.



Data-Driven Targeting

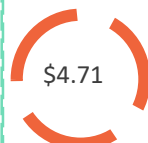
Find the best platforms, networks, or programs for targeting relevant in-market audiences

SMI's ROI Reporting.

Our ROI reports provide our clients with overarching trends, big-picture successes and failures, and unrivaled strategic learnings. SMI leverages best-in-class partner relationships to bring unprecedented clarity to the customer's path-to-purchase, attributing lifts to various media investment strategies

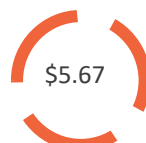
Sample Findings:

CPG Advertisers Moving Back to TV*



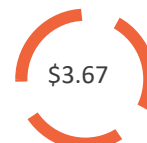
\$4.71

CPG A



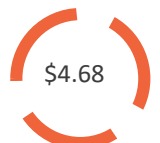
\$5.67

CPG B



\$3.67

CPG C



\$4.68

On Average

*Source: SMI/IRI

Multiple verticals from global data partners, including Auto, QSR, CDR, Movie Studios, Telcos, and more

Barrier-free access into previously impossible dimensions including pricing, timeliness, macro and micro views

Immediately actionable information to help clients target TV and digital audiences based on their previous behavioral characteristics

