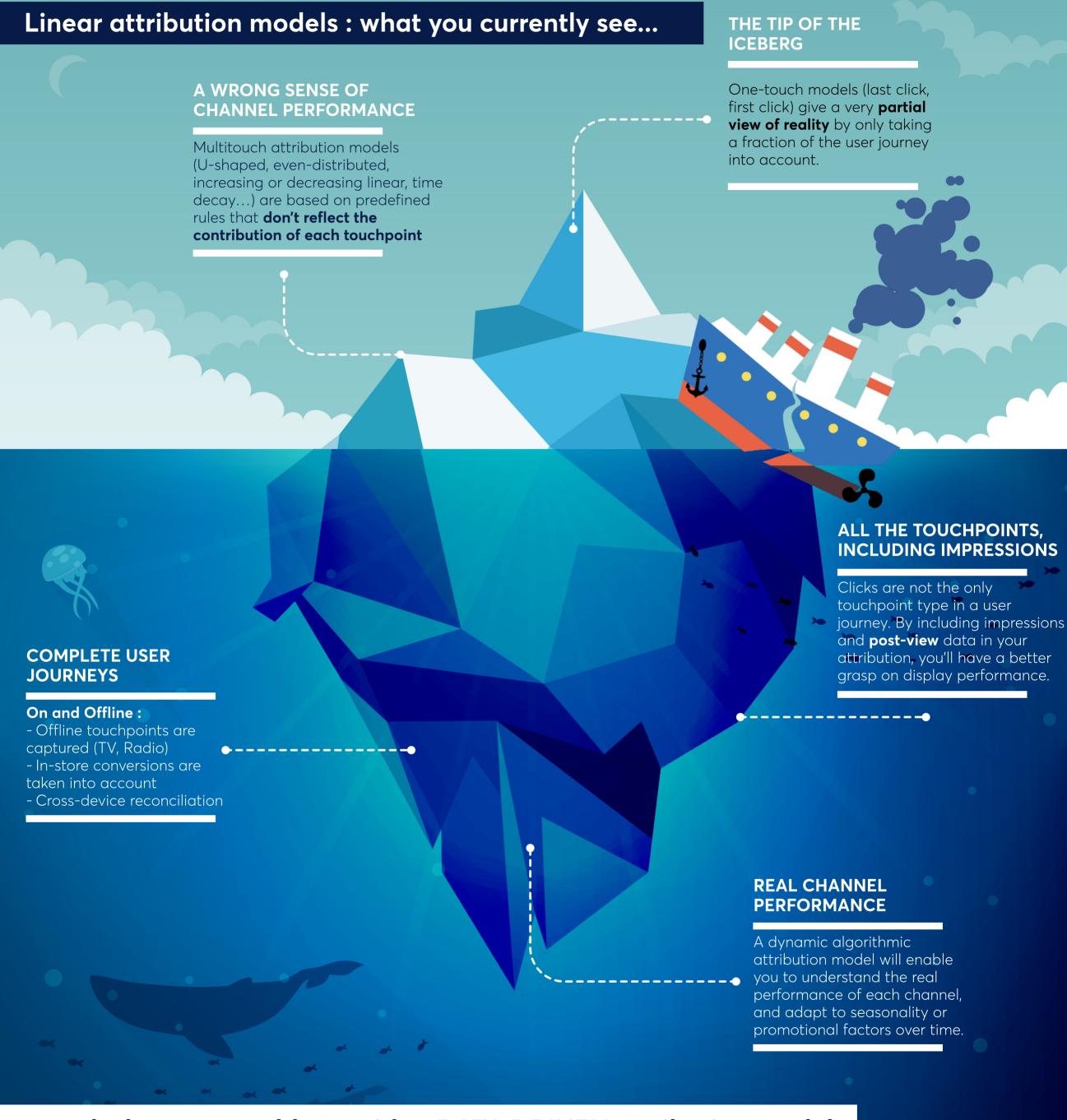


MARKETING MIX MANAGEMENT: DON'T FOLLOW THE TITANIC'S EXAMPLE!



... and what you would see with a DATA DRIVEN attribution model

MORALE OF THE STORY:

Managing your digital media with simplistic attribution models means you only see the tip of the iceberg. It is almost guaranteed to lead you to make wrong decisions!

Yet, **79% of advertisers still rely on last touch attribution** and manage their marketing budget without a clear understanding of what works and doesn't. Take the guess work away and manage your ad dollars with a **DATA DRIVEN attribution model**.