SUPERIOR AUDIENCE PRECISION

SpotRight delivers breakthrough custom audience intelligence and activation.

Using unique data and artificial intelligence, SpotRight's patented technology is the industry's first application that designs, builds and activates high performing custom audiences from a single application. This helps our clients eliminate massive waste, inefficiency and ineffectiveness between hand-offs between planning and activation.

Our algorithms predict which potential audience members are 10x more likely to be a buyer!

Fast Insights to People-Based Audiences:

- Reduce research, planning and activation time by 5x.
- See a 10x return on your SpotRight investment and a 2.5x better CTR on your audiences than industry leaders.
- Audience and onboarding costs are included in our flat rate pricing, so you can easily manage your budget.
- Drive 2x greater efficiency when using SpotRight for new business pitches.

Our AI engine and patented technology use over 60B consumer-level data points with 150M refreshes daily to analyze, design and build audiences, including:

- Social behavior & conversations
- Brand affinities
- Lifestyle interests
- Ethnicity
- Demographics
- Retail / CPG purchases
- Auto ownership
- Political affiliation

"With SpotRight, we can identify segments of specific target audiences, cross-analyze channel data and now deliver personalized marketing through realistic consumer journeys. This allows us to create something unique for our clients, deploying our tailored messaging to where the audience is because of your connections to various ad platforms."

- VML

"SpotRight saves us two to six weeks preparing for new business pitches. We have so much more time for productivity and we're giving brands insights about their audience with confidence."

- Finn Partners

"We are able to further dimensionalize customers using SpotRight, which drives deeper customer understanding, unlocks business opportunities, and improves the effectiveness of personalized communications."

- The Lacek Group

Consumer Intelligence ▶ Marketing Strategy ▶ Targeted Audiences

SpotRight seamlessly **CONNECTS** research, planning & **activation** for higher ROI