Advertising insight in seconds, inhouse

Bring

Get

Run

See

data together from incompatible formats and incomplete sources

insight in seconds when it previously took weeks

experiments and understand outcomes immediately

your team using data—not gathering it.

mime.
analytics.cc

Pulse.

is our infinitely customisable campaign dashboard, keeping you up to date and your team in full control.

Offering 24/7 vision, it displays realtime, online media data, along with the latest offline data—including TV and radio ratings, and sales, bookings and calls.

MIME can tailor Pulse to your team's needs, including **statistically modelled uplift-to-baseline reporting** to show the effectiveness of your campaigns and provide quantifiable rationale for your media and marketing decisions.

all the results, one source

■ *presenting data that was previously incomplete and incompatible*

Compare performance
against analytically
generated baselines

Display geographic information,
including store sales
and web traffic

See the actual impact of
your campaign expenditure
on sales, bookings or
enquiries

Monitor TV, radio, PPC
and display cost over time

Set and monitor
targets

Track the
KPIs and trends
that matter to you

accessible everywhere

■ *cloud-based and available any time, any place*

Pulse.

delivers instant insight by:

• bringing together data from incomplete and incompatible sources

• making it available anywhere, at any time

• keeping your team focussed on using data—not gathering it

• letting you understand immediately how your campaign is performing against objectives

• **and doing all of this in seconds when it previously took weeks.**

24/7

If you need your advertising to make the **biggest impact for the least investment,** call us to arrange an in-depth discussion and demonstration of **Pulse.**

UK, Europe and Americas

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