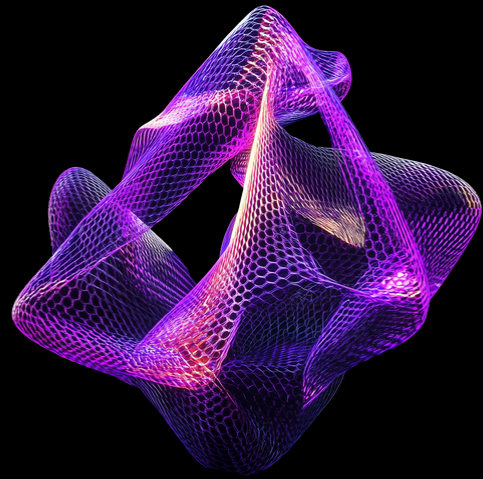


OptiPhi

Media budget allocation informed by a comprehensive measurement framework



The fragmented media ecosystem makes it challenging to identify which channels truly drive sales and to effectively measure their individual impact.

Gauss OptiPhi is a platform for comprehensive measurement and planning of your digital marketing, delivering incremental sales.

Media Budget Allocator



Automates budget allocation based on real-time performance data from MMM, attribution, and experiments, to dynamically adjust media strategies, providing real-time incremental sales reporting.

Marketing Mix Model



Provides answers to key questions on:

- ✓ Marketing contribution to sales
- ✓ Revenue per Media investment
- ✓ Optimal media spend for maximum sales

Attribution



AI based attribution to optimize daily budgets in real-time, determining the best channel mix and accurately calculating cost per acquisition, while respecting privacy concerns.

Experiments



Measure the impact of new growth opportunities such as new channels, strategies, or emerging technologies.

From measurement to activation.
OptiPhi, Smart Investment

gaussplatform.com