

	MarketShare	ThinkVine	CoMetricx	
Strategy	Go-to-Market Strategy	End client	Partners	
	Business Model	Leverage	Empower	
Model	Timing of Feedback	Months	Minutes	
	Market Calibration	Static	Dynamic	
	ROI Analysis	✓	✓	✓
	Forecasted Sales	✓	✓	✓
	Quantitative Data	✓	✓	✓
	Models Consumer Behavior		✓	✓
Capabilities	Includes Qualitative Data		✓	
	Accounts for Brand Equity		✓	
	Measures Creative Impact		✓	
	Allows Competitive Analysis		✓	
	Tests "What If" Scenarios		✓	
	Automates optimization	✓	✓	

Traditional marketing mix models show us how well our media spend is doing and where to invest next.

But they ignore a number of essential ingredients that reflect today's market realities.

Advances in complexity science and computing technology can empower you to predict how tangible investments in intangible assets such as product design, brand equity and customer experience will interact with media spend to drive Sales and ROI.

If you are a marketer who defines your brand investment beyond the realm of online, offline and in-store, we think we can help.

“Today's CMO is going to his Board not to ask for more money to spend on traditional forms of advertising, but for more responsibility. The priority has shifted from scale to one of scope“

Harvard Business Review, 2011

CoMETRIX™
ANALYTICS & MARKET METRICS

10 Fawcett Street
Cambridge, MA 02138
www.CoMetrixAnalytics.com
info@CoMetrixAnalytics.com

The days when you knew
that increasing media spend
would sell more product
have long since gone.

So why are so many
marketers still relying on
outdated marketing mix
models to inform their
investment decisions?

Are you choosing to ignore
creativity, consumer
perceptions, influencer
networks and your own
expertise because you don't
want to?

Or is it because you didn't
think it was possible?

Our software is empowering
marketers to recast the way
their companies think about
investment decisions by
simulating market realities.

“Traditional media measurement
seems almost quaint in today's
dynamic and increasingly
complex media environment”

*MIT Sloan Management Review,
November 2010*

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