

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **June 10, 2021**



**CARDLYTICS, INC.**  
(Exact Name of Registrant as Specified in its Charter)

**Delaware**  
(State or other jurisdiction of  
incorporation or organization)  
**675 Ponce de Leon Avenue NE, Suite 6000**

**001-38386**  
(Commission  
File Number)  
**Atlanta Georgia**  
(Address of principal executive offices, including zip code)  
**(888) 798-5802**  
(Registrant's telephone, including area code)

**26-3039436**  
(I.R.S. Employer  
Identification No.)  
**30308**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligations of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Securities Exchange Act of 1934:

Title of each class  
Common Stock

Trading symbol  
CDLX

Name of each exchange on which registered  
The Nasdaq Stock Market LLC

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**ITEM 7.01 REGULATION FD DISCLOSURE**

On June 10, 2021, Cardlytics, Inc. (the “Company”) hosted a virtual Investor Day event, where members of the Company’s senior management presented to attendees regarding the Company’s business and long-term strategy. A copy of the materials used during the presentation is furnished as Exhibit 99.1 to this Current Report. The event can be accessed on June 10, 2021 through a live webcast, which will be available on the Company’s investor relations website at <https://ir.cardlytics.com>. A replay will also be archived on this website.

*The information set forth in this Item 7.01, including the presentation slides attached hereto as Exhibit 99.1, is being furnished pursuant to Item 7.01 and shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that Section, and it shall not be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or under the Exchange Act, whether made before or after the date hereof, except as expressly provided by specific reference in such a filing.*

**ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS**

(d) Exhibits

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<b>Exhibit</b>	<b>Exhibit Description</b>
99.1	<a href="#">Cardlytics, Inc. Investor Day Presentation dated June 10, 2021</a>

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

**Cardlytics, Inc.**

Date: June 10, 2021

By: /s/ Andrew Christiansen  
Andrew Christiansen  
Chief Financial Officer  
*(Principal Financial and Accounting Officer)*

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# Cardlytics Investor Day

June 2021



# Disclaimer

This presentation includes forward-looking statements. All statements contained in this presentation other than statements of historical facts, including statements regarding expectations about future financial performance or results of Cardlytics, Inc. ("Cardlytics," "we," "us," or "our") including future innovation and growth, including diversifying demand and supply and expanding internationally, future enhancements to user experiences, evolutions in the platform, the potential benefits of our recent acquisitions, achievement of long-range goals, and growth in MAUs and ARPU are forward looking statements. The words "anticipate," "believe," "continue," "estimate," "expect," "intend," "may," "will" and similar expressions are intended to identify forward-looking statements. The future events and trends discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control. Our actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to: risks related to the uncertain impacts that COVID-19 may have on our business, financial condition, and results of operations; unfavorable conditions in the global economy and the industries that we serve; our quarterly operating results have fluctuated and may continue to vary from period to period; our ability sustain our revenue and billings growth; risks related to the integration of Dosh and Bridg with our company and the performance of Dosh and Bridg; the timing and success of the phased launch of the Cardlytics platform by U.S. Bank; risks related to our substantial dependence on our Cardlytics platform product; risks related to our substantial dependence on JPMorgan Chase Bank, National Association ("Chase"), Bank of America, National Association ("Bank of America") and a limited number of other financial institution ("FI") partners; risks related to our ability to maintain relationships with Chase, Wells Fargo and Bank of America; the amount and timing of budgets by marketers, which are affected by budget cycles, economic conditions and other factors; our ability to generate sufficient revenue to offset contractual commitments to FIs; our ability to attract new partners, which include FI partners, and maintain relationships with bank processors and digital banking providers; our ability to maintain relationships with marketers; our ability to adapt to changing market conditions, including our ability to adapt to changes in consumer habits, negotiate fee arrangements with new and existing partners and retailers, and develop and launch new products, interfaces, services and features; our ability to successfully compete in the open-banking market, including with our initiatives related to Nectar Connect; and other risks detailed in the "Risk Factors" section of our Form 10-Q filed with the Securities and Exchange Commission on May 4, 2021. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance, achievements or events and circumstances reflected in the forward-looking statements will occur. We are under no duty to update any of these forward-looking statements after the date of this presentation to conform these statements to actual results or revised expectations, except as required by law.



# Cardlytics strategy

Build our presence as a  
leading digital marketing  
platform that creates  
measurable impact for all



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**Cultivate and expand  
our partnerships and  
user base to drive  
engagement and savings**

- + Drive engagement with existing MAUs to keep partners happy
- + Launch new MAUs with focus on profitability and engagement to demonstrate more operating leverage
- + Upgrade all partners to the new user experience to help users save more \$\$

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**Grow ARPUs by  
expanding advertiser  
reach and capabilities**

- + Expand services to meet the needs of agencies and SMBs
- + Deploy enhanced offer constructs to increase advertiser products and grow budgets
- + Develop and optimize pricing to grow budgets and increase operating leverage

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**Expand and protect  
our moat to maintain  
market leadership**

- + Reduce key FI revenue concentration to reduce risk
  - + Capitalize on proprietary data network effects to develop new offerings
  - + Leverage Open Banking to drive non-bank MAU growth
-

# Topics for today

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**01** Product and Strategy

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**02** Revenue and Customer Success

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**03** Financial Partnerships

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**04** International Business

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**05** The Bridg Platform

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# 01

## Product and Strategy

Michael Akkerman, Chief Product and Strategy Officer





# Product is enabling the Cardlytics engine

Driving key company initiatives:

- + Enhancing advertiser value
- + Enriching our bank partnerships
- + Driving consumer engagement

## Customers

Receive highly personalized and relevant cash-back offers, uniquely available on the platform.



## Advertiser

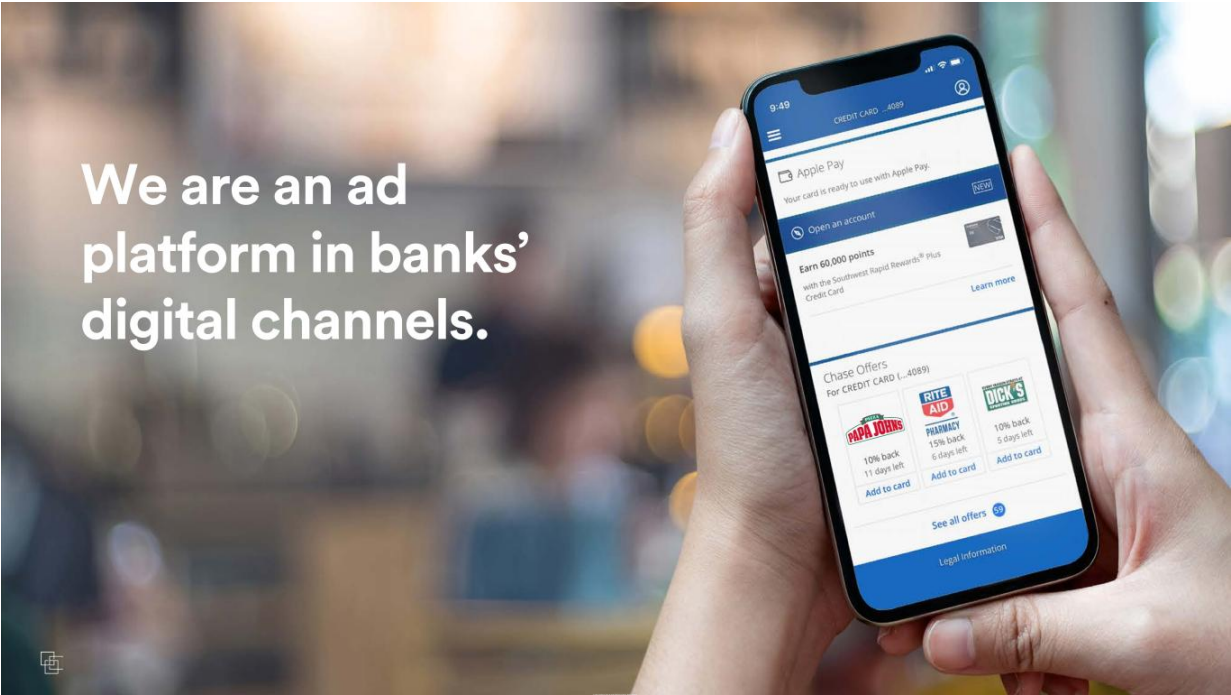
Delight the client by delivering incremental return, in a high-quality channel, with best-in-class service and insights.

## Bank

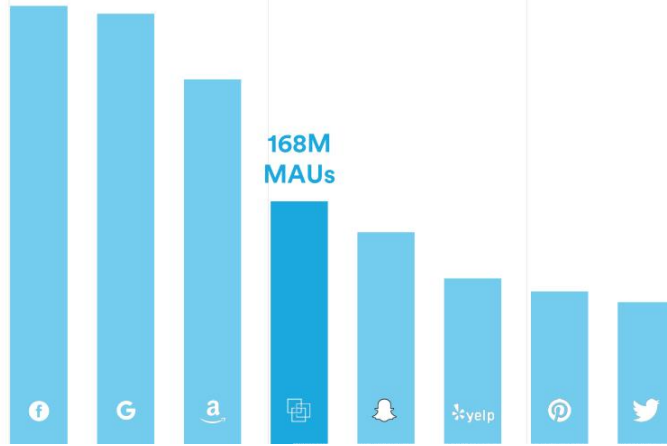
Drive greater value and engagement, and provide a platform to reward your customers.



We are an ad platform in banks' digital channels.



# With all of the reach, but none of the noise



We connect advertisers to an engaged audience in a brand-safe environment.

**11** Avg online banking logins per month<sup>1</sup>

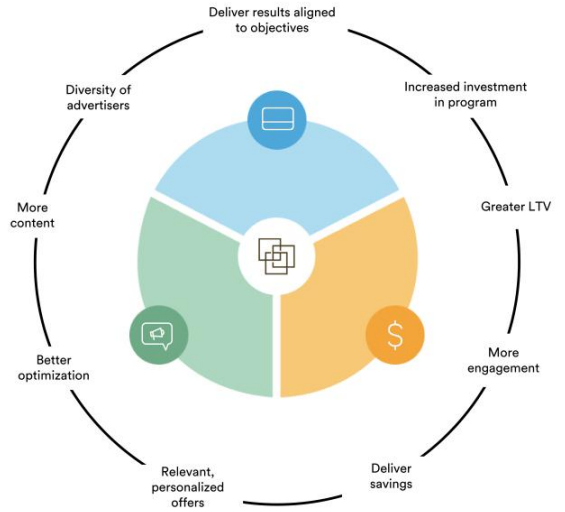
**45%** Worldwide increase in time spent on finance apps<sup>2</sup>

**85%** Avg percentage of weekly logins<sup>3</sup>

<sup>1</sup>See page 5 of Q1 2021 Cardlytics earnings presentation  
<sup>2</sup>Source: App Annie: State of Mobile 2021  
<sup>3</sup>Source: [www.cnbc.com/2020/05/27/coronavirus-crisis-mobile-banking-surge-is-a-shift-likely-to-stick.html](https://www.cnbc.com/2020/05/27/coronavirus-crisis-mobile-banking-surge-is-a-shift-likely-to-stick.html)  
Note: All MAU bars based off 2021 public filings and company documents except for Google and Amazon. Google source: <https://techjury.net/blog/google-search-statistics/#gref>. Amazon source: <https://sell.amazon.com/global-selling.html>

# Our ecosystem benefits all parties

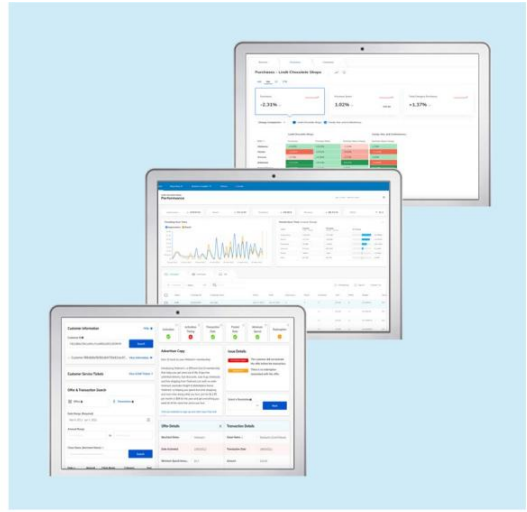
Maximizing value and delivering results for consumers, advertisers, and banks.



010

# To unlock growth, we put the needs of our customers first

Through simplifying their  
experiences and removing friction,  
we future-proof our platform.



# The Product team

## Product Management



**Pankaj Lakhota**  
VP, Ads Product  
*Previously: Amazon, WeWork, AppNexus, AOL, Deloitte*



**Joe Ranzenbach**  
VP, Data Product  
*Previously: Integral Ad Science, PlaceIQ*



**Vaishali Rao**  
VP, Bank Product  
*Previously: Visa, PwC*

## Product Strategy



**Joy Ho**  
VP, Product Strategy  
*Previously: Pinterest, Facebook*



**Allison Rosen**  
Product Strategist  
*Previously: Upside Business Travel Solutions, AmEx*

## Product Marketplace & Optimization



**Prajit Prakash**  
VP, Pricing & Optimization  
*Previously: Facebook, Amazon*

## UX & Design



**Aubrey Johnson**  
VP, UX & Design  
*Previously: Dosh, Science Inc., Color, Twilio*



# 2020 and 2021 team investments

Building a team of experts to execute and scale.



**Team growth since  
December 2019<sup>1</sup>**



**Specialized  
expertise**



**Introduce and consolidate  
new disciplines**



<sup>1</sup>December 2019 to year-to-date

**Ensure consumers,  
advertisers, and bank  
partners gain daily  
value through  
Cardlytics products.**





# The Cardlytics Purchase Graph

An intelligent and dynamic map of where shoppers and merchants meet, powered by transaction data

**Personalized allocation and optimization.**  
A unique set of relevant offers for each user.



# The advertiser experience



# Cardlytics can compete in the broader digital ads landscape

Automation

Simplification

Measurement

Insights

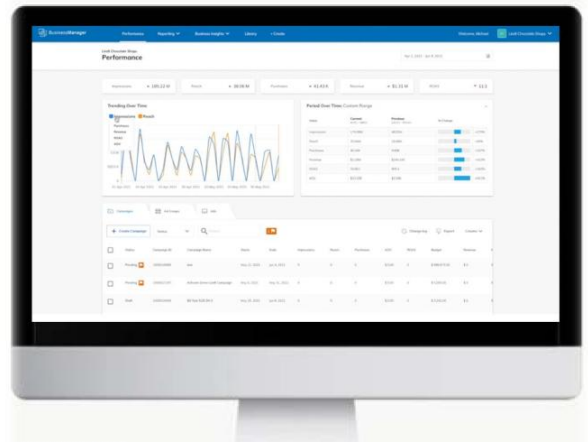
Creative



# Introducing Cardlytics Ad Manager

Key features:

- + Streamlined campaign creation & management, mirroring industry norms
- + Standardized targeting options to align with marketing objectives
- + Dynamic, machine-learned ad serving, powered by the CDLX Purchase Graph
- + Customizable and accessible campaign reporting





# Introducing Cardlytics Ad Manager

- + Paving a path to managed self-service and fully self-service (SMBs)
- + Reducing time to market and time to revenue
- + Providing direct access for scaled agency partners
- + Localization for global markets
- + Flexibility to accommodate future features (new ad formats, offer constructs pricing models, etc.)



What is your campaign objective?

**Drive Sales**  
Drive growth with targeted ads to new customers

**Build Loyalty**  
Increase repeat purchases and customer lifetime value

**Acquire New Customers**  
Find and engage new customers

**Create Your Ad**  
Customize how your ad will appear.

**Ad Name**

**Advertiser Name**

**Logo**

Lindt logo 3.0mg  
100x100

[Change image](#)

**Copy (optional)**

**Call to Action (optional)**

Shop Now

[Check link](#)

Upload Hero Image

**Ad Preview**

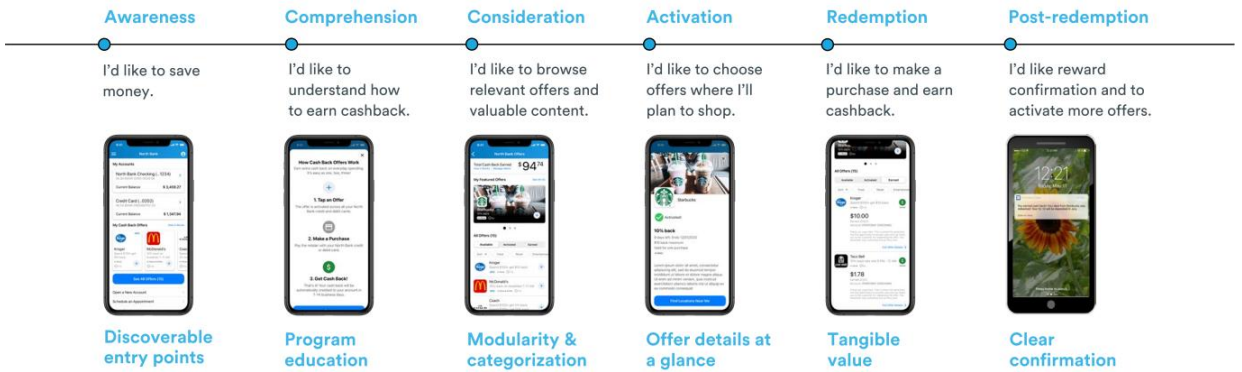
Disclaimer: This is a close approximation of how your ad will appear. Don't miss a beat, upload the best hero image design.

[Mobile with image](#)

# The consumer experience

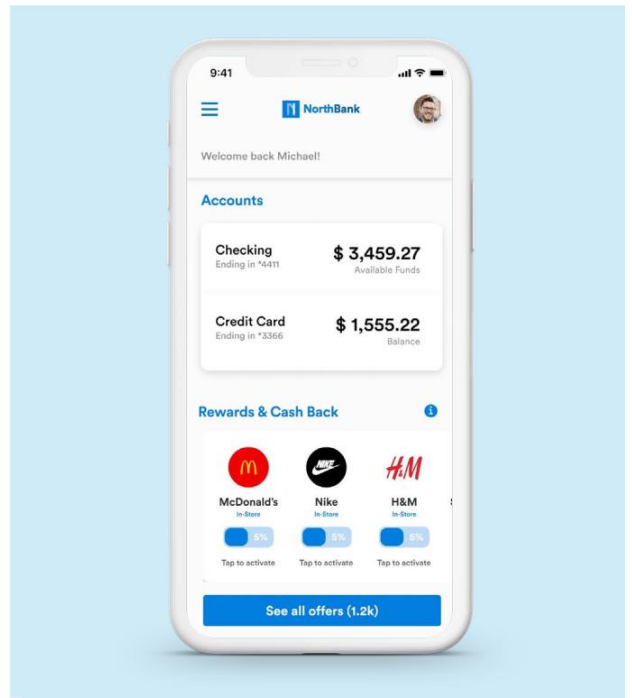


# The consumer journey





# Cardlytics customer experience demo



# Preliminary US Bank results are promising

Best-in-class features adopted by US Bank at launch show strong initial performance compared to other bank launches

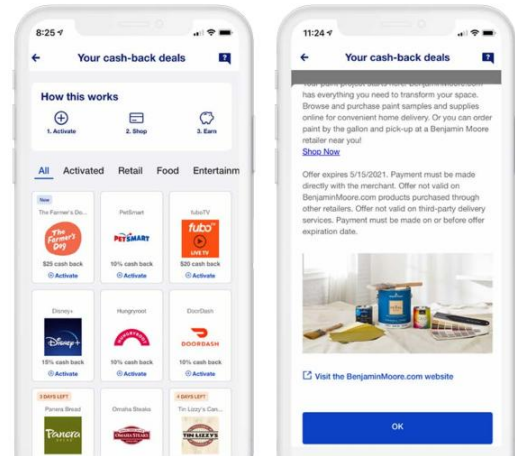
- + **1 in 2** Consumers activated an offer in their first two weeks from the Rewards Hub, in the same session<sup>1</sup>
- + Visits to Rewards Hub increased by **+50%**<sup>2</sup>
- + Activation Rates up **+49%**<sup>2</sup>
- + Premium Imagery drove **5X** Visits to Website on average<sup>3</sup>

<sup>1</sup>Same sessions equates to a single 15-minute time period

<sup>2</sup>Compared to other recent launches

<sup>3</sup>Compared to standard offer layouts

All data is a comparison from first two weeks of USBank launch (March 13, 2021 to March 27, 2021) and first two weeks of prior major bank launch (July 22, 2020 to August 5, 2020)



# These strategic investments enable these core growth vectors



## Diversify demand

Get more content by bringing on:

- + More, diverse advertisers
- + Ad agencies
- + More content providers
- + Partner-funded offers



## Diversify supply

Get more publishers onboard:

- + Traditional FI partnerships
- + Neobank partnerships
- + Loyalty program partnerships



## Expand global footprint

Lay the foundation for globalization:

- + Easy localization for other geographies
- + Leverage open banking across new markets
- + Partner with global rewards and loyalty programs



# Thank You

Questions?



# 02

## Revenue and Customer Success

Ross McNab, President of North American Advertising



# Monetizing today, positioning for future growth

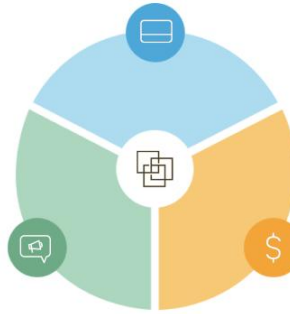
Key focus:

- + Focus on right-to-win advertisers, today
- + Unlock growth segments
- + Adding a complementary SaaS and recurring revenue orientation



## Customers

Receive highly personalized and relevant cash-back offers, uniquely available on the platform.



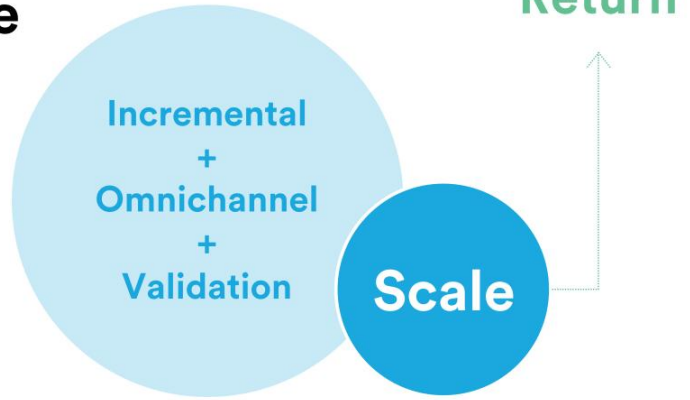
## Advertiser

Delight the client by delivering incremental return, in a high-quality channel, with best-in-class service and insights.

## Bank

Drive greater value and engagement, and provide a platform to reward your customers.

# Capitalizing on tailwinds and our unique value



# Restructured and leveled-up our team with key hires

## Sales Leadership

Enterprise, emerging and client success



**Jared Luskin**  
Head of Sales  
*Previously: Yahoo, Overture, Alta Vista*



**Evelyne Forester**  
Head of Channel Partnerships  
*Previously: eBay, PayPal*



**Brie Nelson**  
Head of Client Success  
*Previously: Criteo, Double Verify*

## Strategy, Operations & Readiness

Creating leverage



**Peter Davies**  
SVP, Sales Strategy  
*Previously: Rkt, Darkstore, Adconion, MediaMath, MSN*



**Emily Flowers**  
VP, Sales Readiness  
*Previously: Google*



**Ben Redfield**  
Senior Director, Revenue Marketing  
*Previously: SBI, Solarwinds*

## Analytics & Operations

Team of consultative strategists to drive solutions



**Warren Hearnes**  
SVP, Analytics and Data Science  
*Previously: Home Depot, UPS, Lucent Technologies*



**Andy Thorson**  
VP, Operations  
*Previously: ShowTime, TG Madison, and Ross Media*





# Building the right machine in support



## Sales Process

+ Reducing friction



## Training and Enablement

+ Investing in our talent



## Revenue Marketing

+ Repeatable client acquisition



## Partner Program

+ Incenting higher value longer term deals



# Leading indicators show we are on the right track

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**80+** advertisers worth \$1m+<sup>1</sup>

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**56%** win rate<sup>2</sup>

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**1/3** of our won opportunities are long-term<sup>3</sup>

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**2x** new business<sup>4</sup>

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<sup>1</sup>Data as of June 2021

<sup>2</sup>Year-to-date 2021 compared to same time period 2020

<sup>3</sup>Year to date; long term is greater than 10 month agreements

<sup>4</sup>Year-to-date 2021 compared to entire year 2020

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# Core and Emerging segments

We serve three groups of advertisers: Enterprise, Agency, and Commercial.

Enterprise & Mid-Market

Agency

Commercial

Core  
High Touch

Emerging  
Self-Service



# Focus by industry and advertiser

	Retail – Big Box	Retail – Specialty	Restaurant	Travel & Entertainment	Grocery & Convenience	eCommerce & Subscription
	   	COLE HAAN  JCPenney Nordstrom rack	   	MARRIOTT BONVOY  UNITED AIRLINES HYATT	amazon fresh  Kroger H.E.B. SAFEWAY	  DOORDASH xfinity
	KOHL'S macy's	 DSW	 	 Southwest	 Chevron	T Mobile Lyft
Agency			 			verizon 



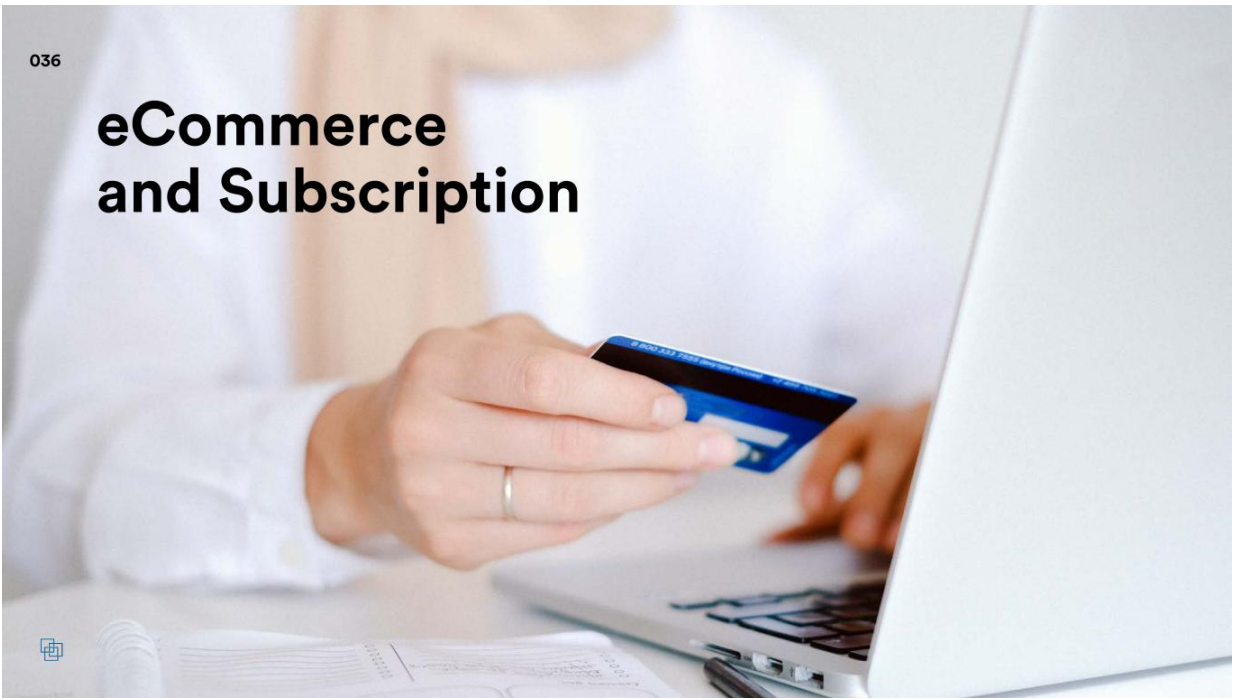
# Gas and Convenience



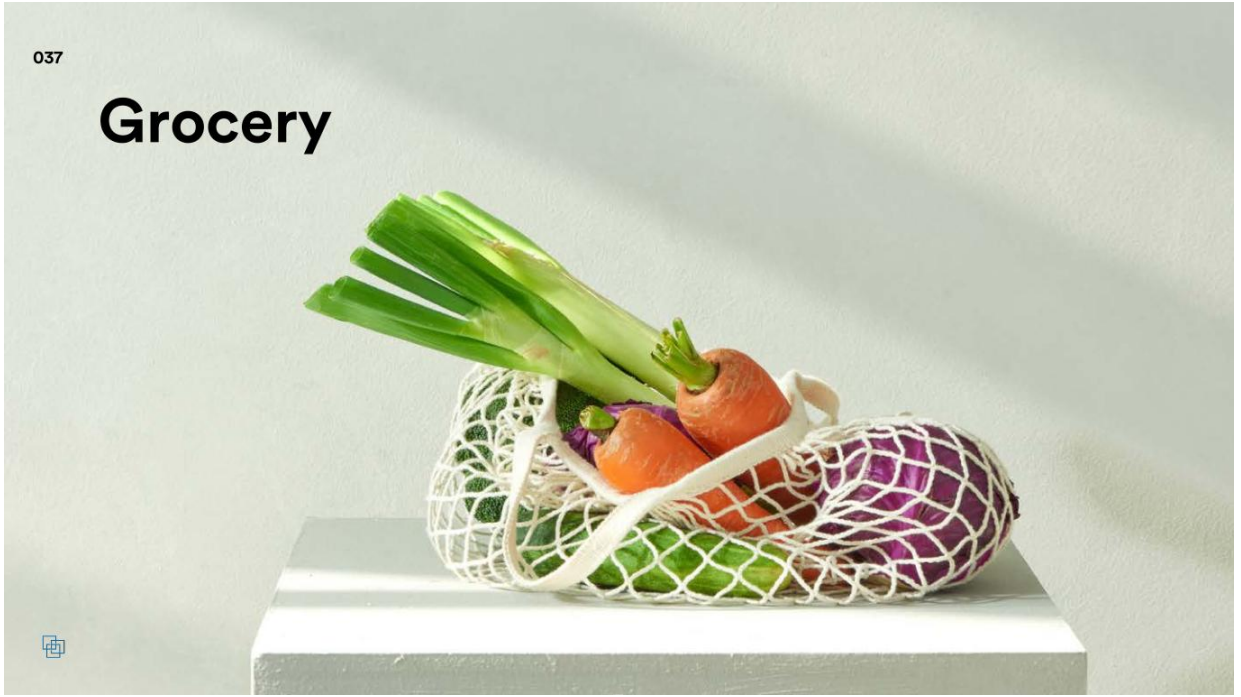
# Retail



# eCommerce and Subscription



# Grocery





# Thank You

Questions?



# Break

**5 minutes**



# 03

## Financial Partnerships

Farrell Hudzik, EVP of Financial Institutions



# Cardlytics differentiates in the power of a value exchange network

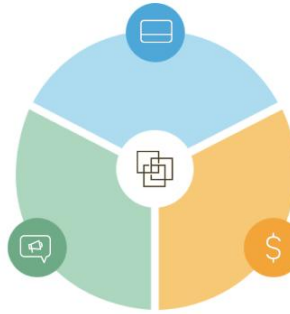
Unique value creation for banks:

- + Engage cardholders at key moments in the lifecycle
- + Deliver total relationship value 10x the billings shared
- + Test and learn programs in CDLX channel



## Customers

Receive highly personalized and relevant cash-back offers, uniquely available on the platform.



## Advertiser

Delight the client by delivering incremental return, in a high-quality channel, with best-in-class service and insights.

## Bank

Drive greater value and engagement, and provide a platform to reward your customers.

# Restructured and leveled-up our team with key hires

## Bank Partnerships

Senior relationship managers and sales team



**Sean Welsh**  
SVP, Bank Partnerships  
*Previously: Epsilon and Zeta*



**Rob Pacheco**  
VP, Bank Partnerships  
*Previously: Maritz and AmEx*



**Diron French**  
VP, Bank Partnerships  
*Previously: Epsilon*

## Solutions & Insights

Team of consultative strategists to drive solutions



**Randy Rodriguez**  
SVP, Bank Solutions & Insights  
*Previously: Synchrony and Fjord*



**Allie Ferguson**  
VP, Bank Solutions  
*Previously: Accenture, Merkle and Visa*



**Lauren Elias**  
Senior Director, Bank Solutions  
*Previously: Accenture and KPMG*

## Success & Services

Seasoned CDLX leader to drive client success and day to day support



**Megan McKean**  
SVP, Bank Success & Services  
*Previously: MSL and Cardlytics*

## Partnerships

Dosh Powered By, Networks, and Partnerships



**Caroline Penn**  
VP, Bank Partnerships  
*Previously: Dosh and AmEx*



# Banks are asking for more of what we do best



More  
Content



Differentiated  
Content



More  
Engagement



# We are heavily investing into our major US bank relationships

- + Evolving the program with our major banks
- + Expanding offer and loyalty experiences
- + Enhancing user experiences and engagement



## US Bank

- + Successful launch
- + First bank with new platform and UI
- + Great early engagement reads
- + Co-brand is next





## The big banks



# We are committed to serving and growing our neobank and fintech partners

- + Expecting to double number of signed neobanks by end of year
- + Co-partners in rapid innovation
- + Delivering unique and flexible solutions



## Looking forward 2022 and beyond

- + Aligning around future SKU/transaction integration opportunities with Bridg
- + Evaluating additional product and services to deliver value to our bank partners
- + Bringing on local content and commerce experiences
- + Deepening opportunities with non-bank partners



# Takeaways



Significantly grew and restructured our team to support and expand partner relationships



Large bank partner relationships are thriving



Focus on large neobanks to continue driving rapid innovation & MAU growth



Investing for the future to deliver banks customer loyalty and engagement



# Thank You

Questions?



# Break

**15 minutes**



# 04

## International Business

Peter Gleason, President of International Operations



# Focusing on a profitable UK and expansion of the international platform

Key focus areas:

- + UK business performance
- + International expansion
- + Open Banking

## Customers

Receive highly personalized and relevant cash-back offers, uniquely available on the platform.



## Advertiser

Delight the client by delivering incremental return, in a high-quality channel, with best-in-class service and insights.

## Bank

Drive greater value and engagement, and provide a platform to reward your customers.







# Experienced team creating a culture of high performance

## Client Partnerships

Developing senior relationships between publishers and advertisers



**Campbell Shaw**  
Head of Bank Relationships  
*Previously: Monitise, Equifax*



**Ellie De Wolf**  
Head of Account Management  
*Previously: Aimia, The Rank Group*

## Commercial Development

Driving profitable platform and advertiser sales



**Duncan Smith**  
Commercial Director  
*Previously: Next Jump, Maximiles*



**Lucy Whittemore**  
VP, Retail Partnerships  
*Previously: Aimia, Ogilvy*

## New Capabilities

Making innovation happen



**Jed Murphy**  
Head of Innovation & Strategy  
*Previously: Aimia, Carlson*



**Matt Blantern**  
Head of Product, Operations & Technology  
*Previously: Aimia, Dunhumby*

## Talent & Culture

Creating a place where people want to be



**Jade Johnson**  
HR Manager  
*Previously: eSure*



# International Business focused on 3 distinct areas



## UK Business

- + Positive trends post-pandemic
- + Focus on profitability
- + Addition of new MAUs



## International expansion

- + Identifying geographies for new operations
- + Open Banking as market-entry route



## Open Banking

- + White Label platform for non-FI publishers
- + Zero revenue share
- + Test & learn capabilities for the overall business



# Open Banking launch update



# What is Open Banking?

- + Open Banking came into effect across Europe in 2018
- + Designed to drive increased competition within financial services
- + Makes consumer's financial data portable
- + Provides a secure way for consumers to share their payment data with regulated 3<sup>rd</sup> parties
- + Evolving towards Open Finance across pensions, investments, and other financial services businesses



# Why Open Banking is important to Cardlytics



## Momentum is growing globally

- + Open Banking now live across Europe, Asia, Australia, providing additional opportunities for international expansion
- + A number of markets now looking to Open Banking as a template for the future
- + Open Banking propositions emerging from Big Banks, Challenger-banks, and FinTechs



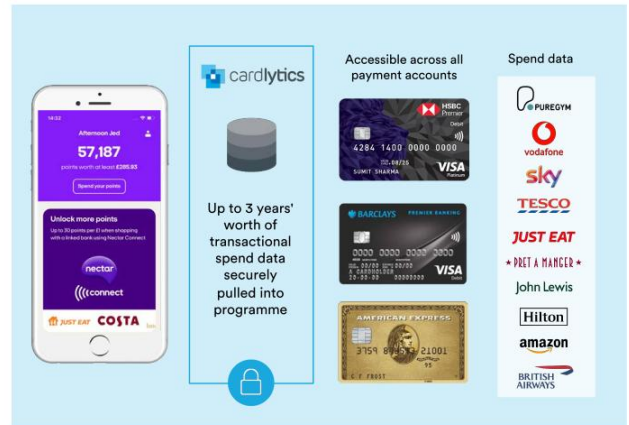
## New publisher network

- + Diversifies supply base by securing non-bank MAUs
- + Secures MAUs with no revenue share
- + Creates advertiser network with major retail partners
- + Extends our MAU base across scaled merchants in key sectors – retail, telecoms, travel



# Open Banking data enables targeted offer programs for merchants

- + Providing targeted offers, based on their everyday spend, acts as a real value exchange for customers to allow access to their transactional Open Banking data
- + The cashback customers earn from these offers are turned into retailer-specific value (e.g. loyalty points) that drive additional merchant sales
- + Open Banking data allows deep understanding of where customers spend across all areas of their lives



# Sainsbury's "Nectar Connect" rolled-out June 2<sup>nd</sup>



Sainsbury's

+ UK's second largest grocer



Nectar

+ Largest UK coalition loyalty programme - 19m customers



Nectar Connect

+ Largest UK Open Banking launch

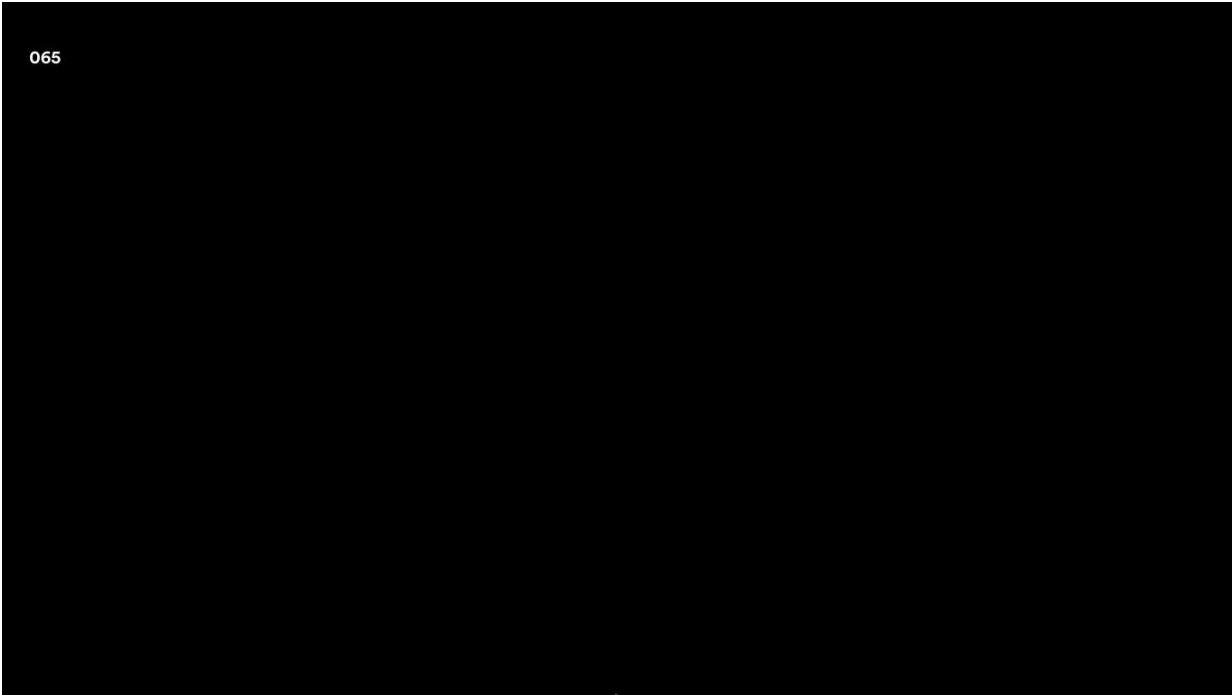


Public data from 2021 Sainsbury filings


# Nectar Connect Demo









# Successful “Nectar Connect” soft-launch

  
**65,000+ customers registered**

  
**100m+ historical Open Banking transactions**

  
**2,000+ redemptions and 760k Nectar points issued**



Data from June 2, 2021 through June 9, 2021

# Thank You

Questions?



# 05

## The Bridg Platform

Amit Jain, Founder and CEO of Bridg



**Brick and mortar retailers don't know who their in-store customers are**



# Loyalty programs



**Identify the customer  
and track purchases**



**Omni-channel  
personalization**



**Targeted marketing  
and measurement**



# The Challenge



Based on publicly filed materials of a large coffee retailer as of Q1 2021

# Bridg is the first platform that identifies and engages unknown in-store customers





## How it works

- + POS systems do not capture full credit or debit card information
- + Prevents brick-and-mortar retailers from connecting the card to an actual human being
- + Bridg's technology allows customers across industries to "bridge" this gap



# Individual Profiles

Utilizing client Point of Sales (POS) transaction data, Bridg identifies an individual in-store customer behind a transaction and builds an anonymous, privacy-safe profile including:

- + SKU level purchase history
- + Demographics
- + Socioeconomic and attitudinal attributes
- + Digital marketing identities

**With Bridg, brick and mortar retailers have transformed previously unknown in-store consumers into known, targetable individuals.**

CRM of in-store customers with SKU level purchase history and rich attributes

0x5f4dcc3b5aa765d

37 years old • Married with Children • Los Angeles, CA • \$100k Income

#### Demographics

 Age / Birth Year <b>37 / 1981</b>	 Birth Month / Day <b>January 14</b>	 Birth Year <b>1981</b>	 Gender <b>Female</b>
 Marital Status <b>Married</b>	 Children <b>Multiple</b>	 Heritage <b>Hispanic</b>	 Generation <b>Gen X</b>

SaaS platform ready for immediate use in targeted marketing and analytics to drive sales



# Actionability

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## Customer Analytics

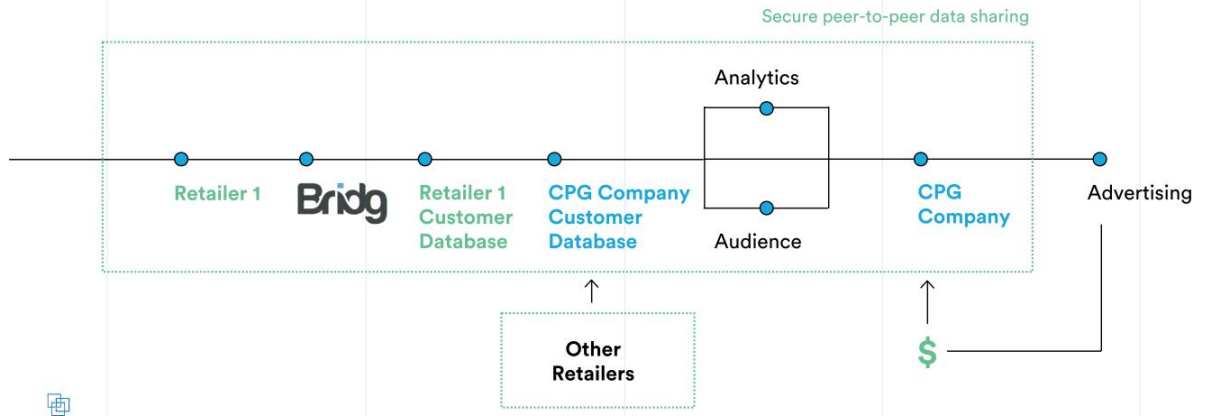
- + Clients have access to historical SKU level history and demographic, socioeconomic, and attitudinal attributes for customer analytics
- 

## Targeted Marketing

- + Ability to segment profiles, create audiences, and export those audiences to 200+ marketing destinations for campaign activation
- + Marketing teams can monitor campaign impact on sales with a closed-loop measurement system



# How it works for CPG



# Thank You

Questions?



# Tying it to financial goals

Build our presence as a leading digital marketing platform that creates measurable impact for all

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## Expand Our Reach

+ Increase our MAUs both domestically and abroad

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## Increase ARPU

+ Grow ARPU by expanding advertiser reach and capabilities

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## Demonstrate Operating Leverage

+ Capitalize on our investments to make our business more efficient

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# Thank You

Questions?



