

March 11, 2019

Thread Overview

BLUE CHIP





thread enables automated data collection and standardization of reporting while eliminating manual processes and delivering advanced data visualization through client specific dashboards. Thread is a platform that connects and unifies all our marketing data, media/shopper investments, KPIs, and decisions.

Through AI-powered marketing intelligence, this puts us in control to connect data, analyze across channels and campaigns, surface the right insights instantly, and collaborate across teams to drive ROI and growth. This allows us to make smarter decisions - and brings speed of data and insights to you all.





Thread Advantages

Benefits

- ✓ Data and measurement unlocks learning in real time with integrations for media vendors and retail partners
- ✓ Single repository of all campaign related data including historical performance
- ✓ All teams working together from a single source of truth through thread

Results

- ✓ Continuous optimization cycle and improvements of digital media investments holistically
- ✓ Fast performance used to inform future campaigns and deliver incrementally improved results over time
- ✓ Faster speed to give client results, each team able to view entirety of campaign performance and remove silos





thread Advantages

Features

- ✓ Improved technology ensures BC is more competitive with agency offerings

- ✓ Ability to integrate with sales or other data sources to correlate performance with media efforts

Benefits

- ✓ No longer at a disadvantage from a technological standpoint when going against other agencies analytical offering

- ✓ Custom correlations and sales performance measured directly with marketing efforts to provide improved campaign results



Thread Sample Dashboard

Custom header and client branding for entire dashboard

Data updated daily in majority of cases to deliver near real time results

Analytics, ad ops, and biddable media teams utilize same dashboards to understand cross channel performance and make optimizations where needed to drive optimal performance



Easy to read high level KPI's listed at top of page

In depth campaign metrics and charts used to provide easily digestible information for clients

Ability to custom integrate offline sales or other data to correlate with Shopper Marketing efforts

