AI for Growth: Unleashing Data to Personalize, Predict & Profit
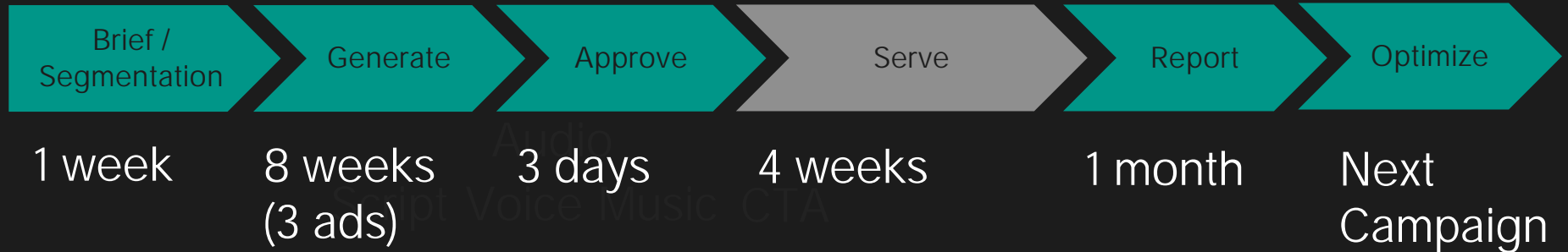
Rex Briggs, Chief AI Officer
Claritas

THE FINANCIAL BRAND FORUM

Advertising Is An Ideal Use Case For AI

- Clear success metrics
- Data rich
- Labor intensive
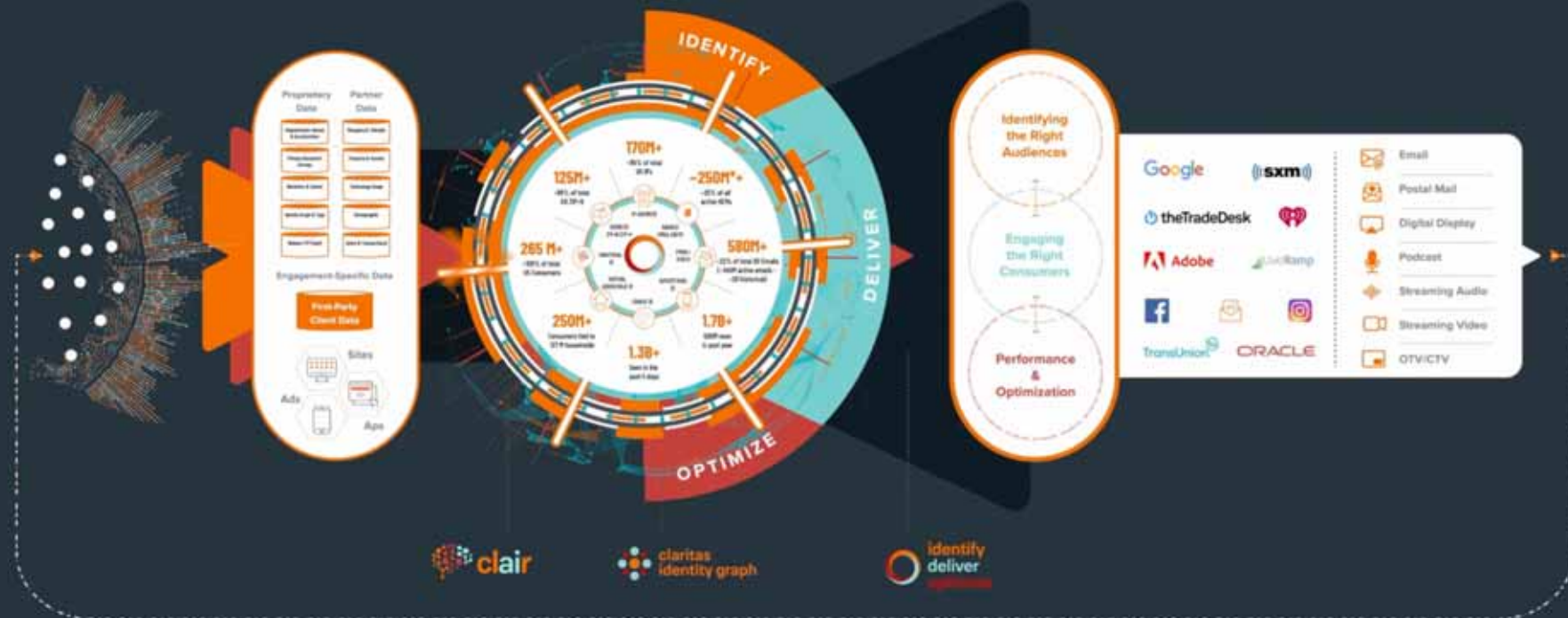- Known workflow (with repeating processes)

Brief / Segmentation	Generate	Approve	Serve	Report	Optimize
1 week	8 weeks (3 ads)	3 days	4 weeks	1 month	Next Campaign

■ Human
■ AI

AI Now Sits At the Core of Claritas

Persona & Briefing Is An Ideal Place To Start With AI

Brief / Segmentation	Generate	Approve	Serve	Report	Optimize
1 week	8 weeks (3 ads)	3 days	4 weeks	1 month	Next Campaign

- Human
- AI

Personas

Connection of AI to Identity Graph

- AI created segments
- GenAI Personas

Link

Conversion Optimization

Advertising Delivery Vs. Site Visit

PRIZM Index

DMA Market Index
Well Below Average

claritas

AI (ML) can optimize automatically…

Now AI can also provide insights on why some convert and others don't.

"AI Persona Analysis takes the data a giant leap forward"

clair

"Given its appeal and setup, the site may resonate more strongly with the top converting segments—rural and possibly traditional values-driven demographics—due to its straightforward, easily accessible gaming style, reminiscent of classic casino games which might be familiar and nostalgic.

On the other hand, the lower converting segments, which include urban, affluent, and cosmopolitan individuals, may find the site's offerings less engaging due to their possibly sophisticated tastes and preferences for more diverse, upscale, or advanced gaming experiences. This could explain why segments such as "Urban Elders" and "Movers and Shakers" convert at lower rates, as they might seek more varied and technologically advanced entertainment options."

AI For Anomaly Detection

AI Anomaly Detection
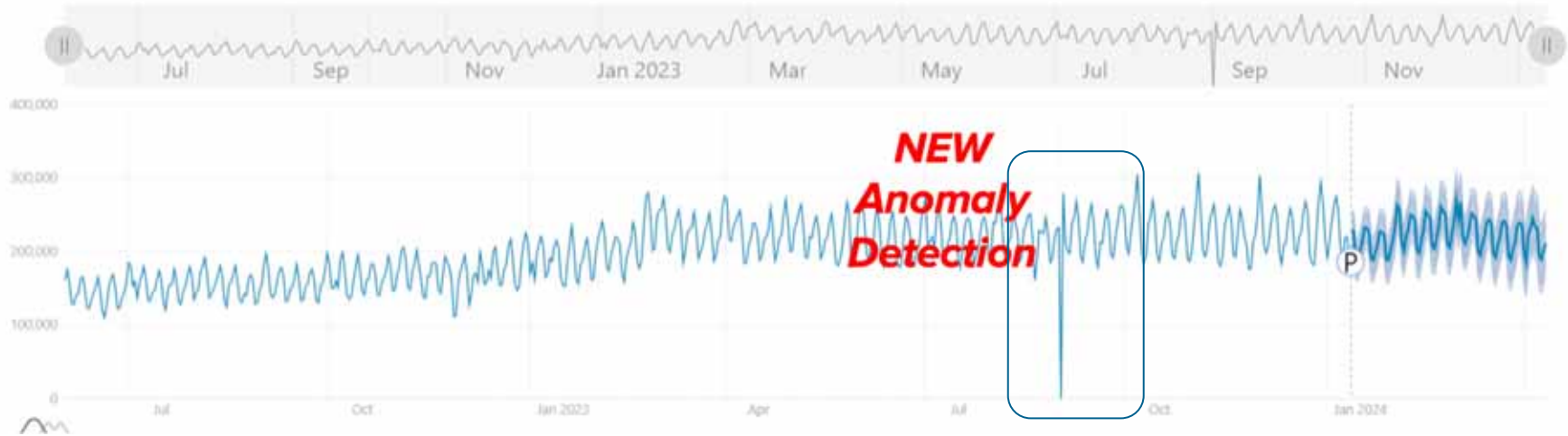
AI For Prediction

AI Prediction
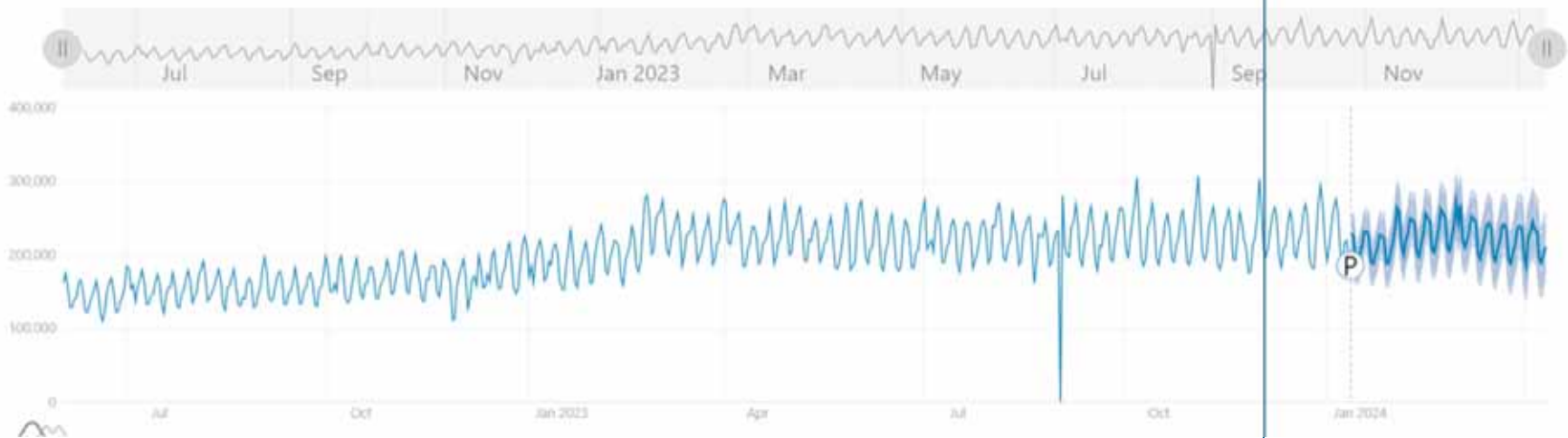
NEW Prediction

Figure 2: Machine Learning "Signal and Noise" analysis with attributed lift.
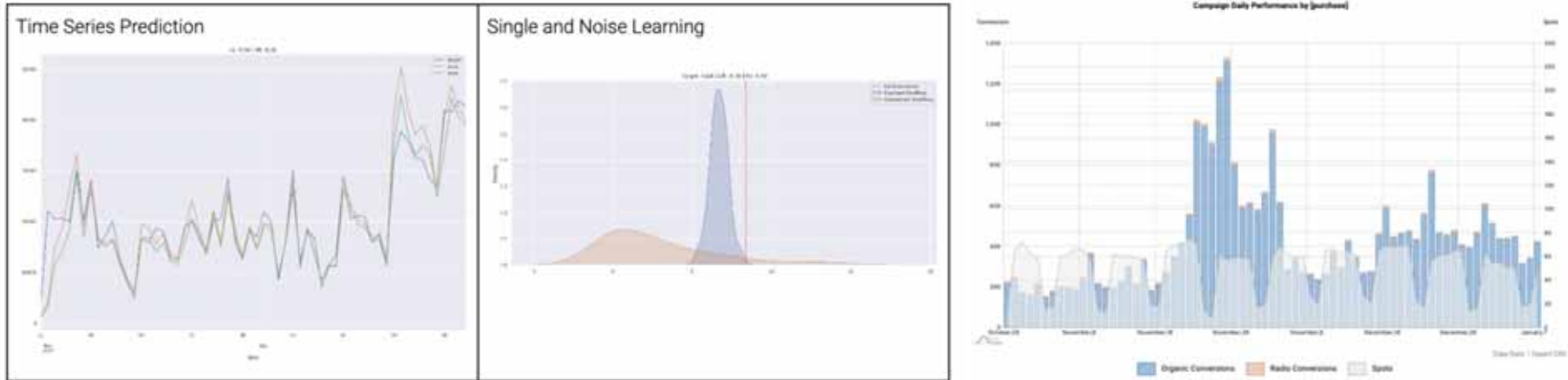
14 campaign validation, R^2 = 0.95
Methodology summary available from account manager

AI For Optimization
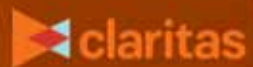
Optimizing your KPI and increasing ROI

NEW OPTIMIZATION

Audience Optimization (available now)
Message Optimization (available now)
Media Optimization (available now)
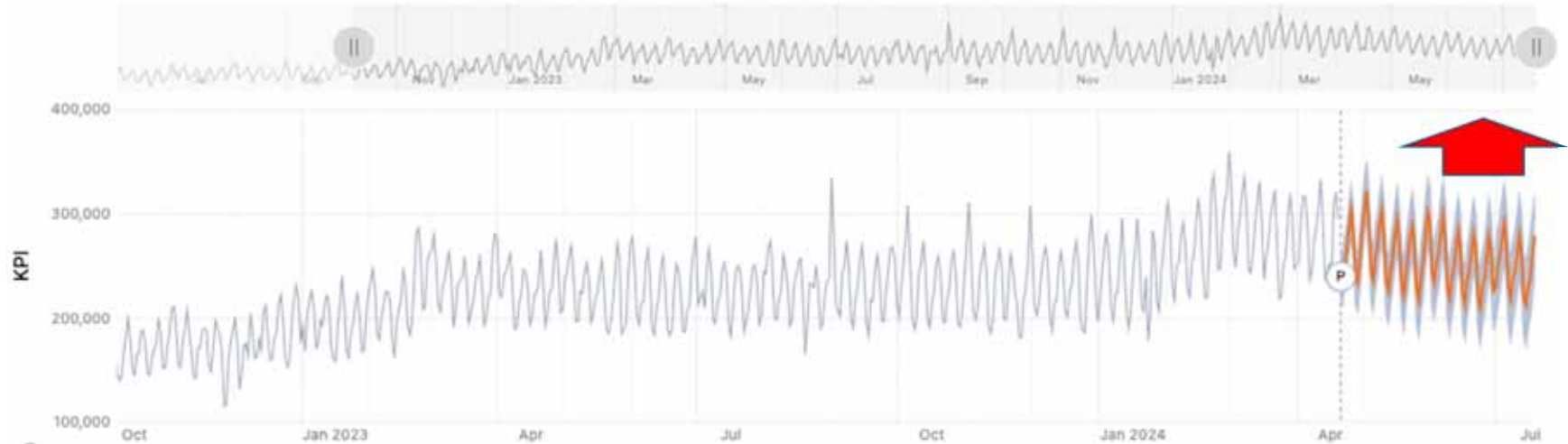
Micro Audience Optimization

Build Audience	Generate	Traffic
Automatic	Automatic	1 day

385 Campaigns Evaluated: 12.6% average gain

🟩 Human
🟧 AI

I have an audience I have to use

- Example: I operate in the western states (CA, OR, WA, UT, AZ, ID)
- Example: This campaign is Spanish speaking, therefore I want to use CultureCode to focus the reach
- Example: I am remarketing to existing customers (1st Party data)

The Power of Macro Segmentation & Micro Segmentation

Use your overarching segment (Macro Segmentation)…

- …and let AI optimize within (Micro Segmentation) the overarching segment.

Result: 10 to 20% more conversions due to advertising.

AI Message Optimization

AI For Message Delivery Optimization

Before

Brief / Prompt	Generate	Approve	Serve (old ML)	Report	Optimize
			4 weeks	2 weeks	Next Quarter

Human
AI

AI For Message Delivery Optimization

Before

Brief / Prompt	Generate	Approve	Serve (old ML)	Report	Optimize
			4 weeks	2 weeks	Next Quarter

AI

Brief / Prompt	Generate	Approve	Serve (unsupervised learning)	Report	Optimize
			4 weeks	Real-Time	Real-Time

- ■ Human
- ■ AI

AI Personalization: Audio Case Study

//.monday.com
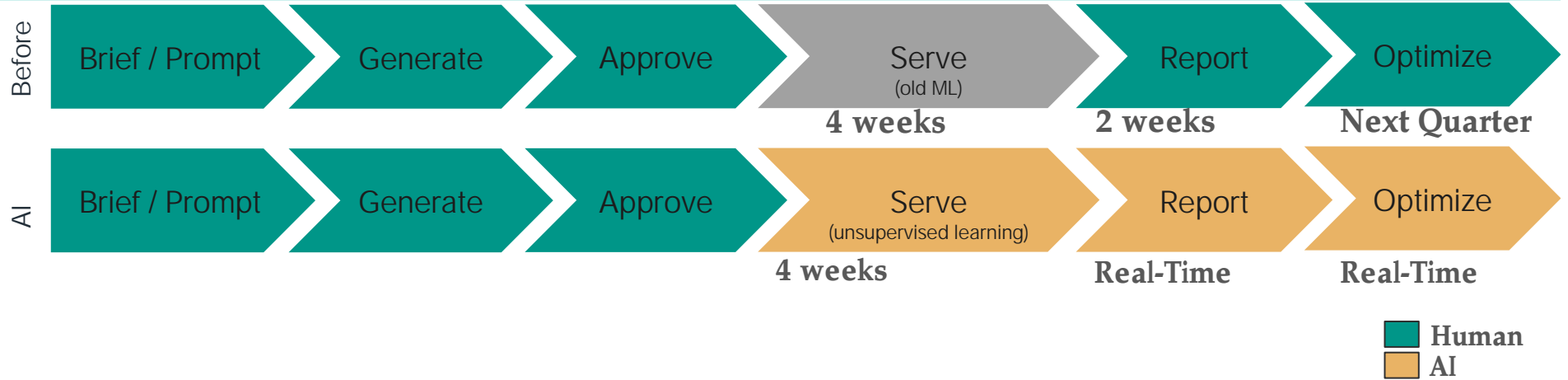
For the main script (not including CTA), full female voice over (VO) outperforms male voice by **25%** **in** the randomized control group.*

Male Voice Over Lift vs. Female
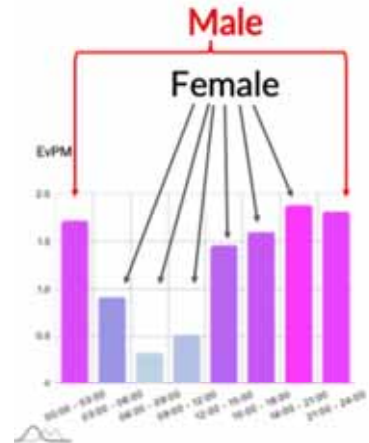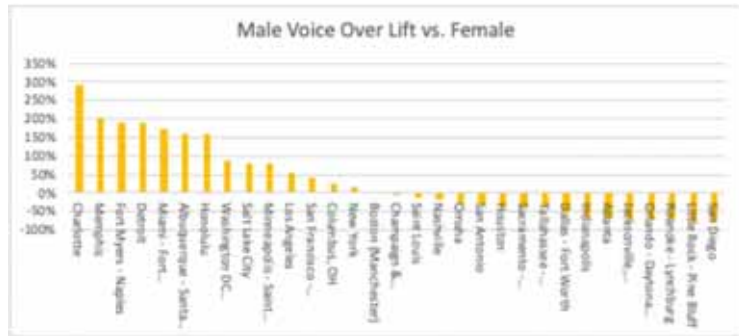
AI Personalization: Audio Case Study

monday.com   The result is lots of little optimizations that add up to big gains

188%

Lift In Web page visits

AI's Incremental Lift

Typical lift

Random, Cohort 1, Cohort 2, Cohort 3, Cohort 4, Cohort 5, Cohort 6, Cohort 7, Cohort 8, Cohort 9, Cohort 10, Cohort 11, Cohort 12, Cohort 13, Cohort 14, Cohort 15, Cohort 16, Cohort 17, Cohort 18, Cohort 19, Cohort 20, AI-Optimized
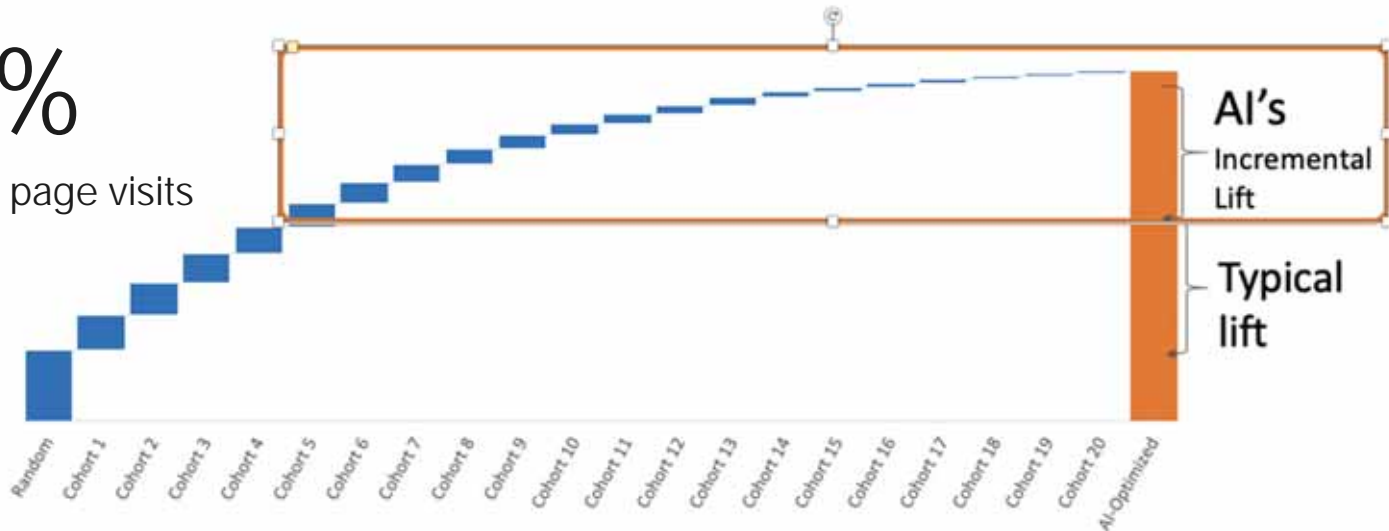
AI Automatically and dynamically learns cohorts within audience and which messages are most likely to produce a conversion

Message features **+** Audience features
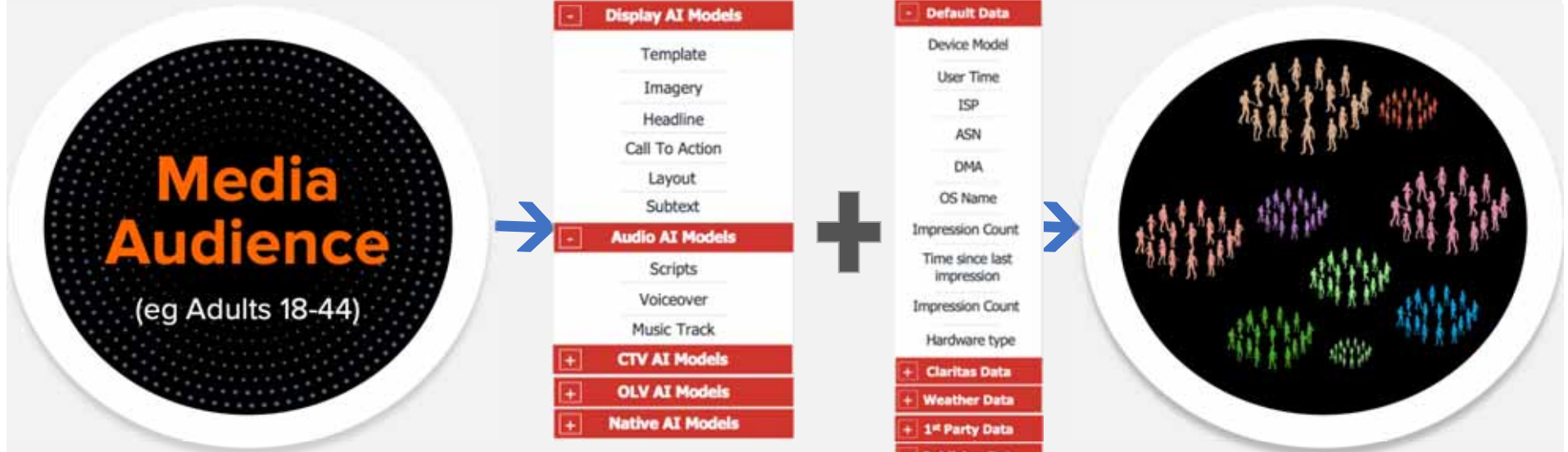
Media Audience (eg Adults 18-44)

Display AI Models
- Template
- Imagery
- Headline
- Call To Action
- Layout
- Subtext

Audio AI Models
- Scripts
- Voiceover
- Music Track

+ CTV AI Models
+ OLV AI Models
+ Native AI Models

Default Data
- Device Model
- User Time
- ISP
- ASN
- DMA
- OS Name
- Impression Count
- Time since last impression
- Impression Count
- Hardware type

+ Claritas Data
+ Weather Data
+ 1st Party Data
+ Publisher Data

claritas

identify define optimize

Serve
(unsupervised learning)

Report
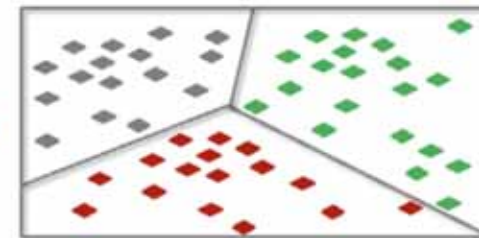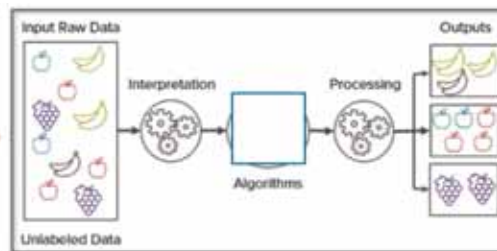
Optimize

ONE-HOT ENCODING

A process by which categorical variables are converted into a form that is provided to our Machine Learning algorithm(s)

UNSUPERVISED LEARNING

Patent Number: 11436634 - Adaptive optimization of content using a continuously trained machine learning model

KMODES CLUSTERING

Patent Number: 11436634 – Fast, multi-step optimization technique to determine high performance cluster(s) which are a combination of people and context

CAP results to date

	Kroger	ADT	GM	monday.com	Shell	Progressive
Theme	Upside is BIG	Audience Matters	Creative diversity	Power of interactions	Driving Loyalty	Gen AI + AI Optimization
KPI Improvement	+259%[*] Test 2: No lift[1]	+136%[*]	Test 1: +68%[*] Test 2: No lift[2]	+188%[*]	+204%[*]	+197%[*]
KPI being optimized	Webpage visit	Web form submit	Webpage visit	Website visit & App install	App Registrations (UK)	Quote Starts
# versions	72	81	15	16	90	96
Ecosystem	Display	Display	Display	Audio	Mobile Display	Audio
Data available to ML model	DMA, Time, Day of Week, Device OS, Connection type (cable, mobile, corporate, etc.)	DMA, Time, Day of Week, Device OS, Connection type (cable, mobile, corporate, etc.)	Segment (core, youth), Device OS, Connection type (cable, mobile, corporate, etc.), US geo	DMA, Time, Day of Week, Connection type (cable, mobile, corporate, etc.)	Time, Day of Week, Connection type (cable, mobile, corporate, etc.)	Time, Day of Week, Connection type (cable, mobile, corporate, etc.)

* Claritas/ArtsAI and IBM/TWC (powered by Claritas)
1 Clinch
2 Innovid

MMA

GenAI For Audio
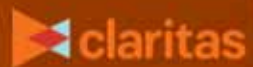
Claritas AI Message Delivery & Optimization

Before

| Brief / Prompt | Generate | Approve | Serve (old ML) | Report | Optimize |

16 weeks (3 ads) ·· 2 weeks ·· Next Quarter

After

| Brief / Prompt | Generate | Approve | Serve (unsupervised learning) | Report | Optimize |

1 week ·· 1 week (120 ads) ·· 4 weeks ·· Real-Time ·· Real-Time

■ Human
■ AI
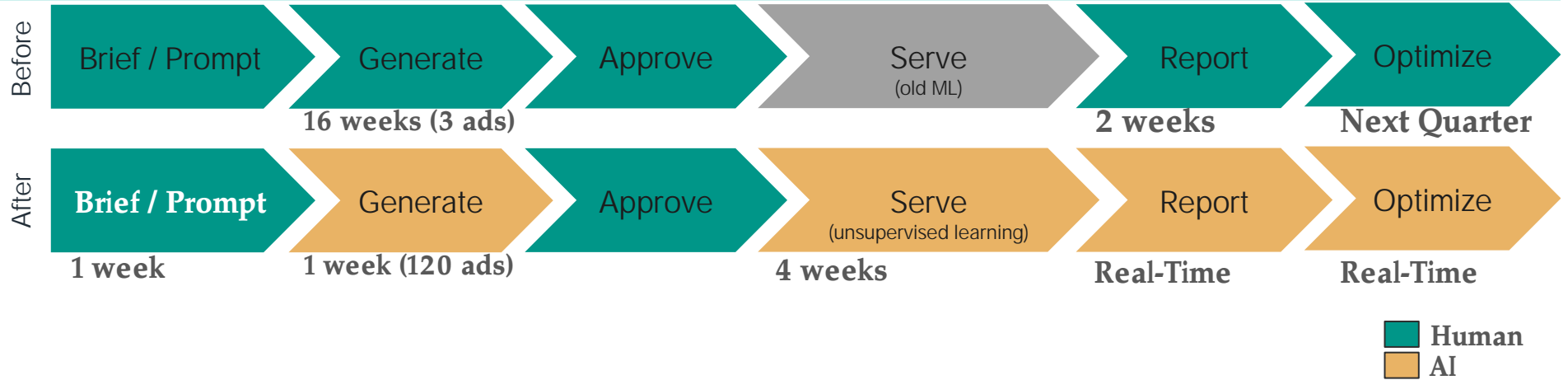
Claritas AI Creates The ads, Informed By Personas

GenAI to create the Ads:

- Natural Language Processing (NLP)
- Generative AI Text (Scripts)
- Text-to-Synthetic Speech (Voice Overs)
- Generative Aural Composition (Music)

ı11 Progressive Audio 2024 (all themes) v1

Template Theme

| BL-Change | ⌄ |

Variable Sets

| BL-Change_Natasha | ⌄ |

| Cinematic | ⌄ |

▶ 0:00 / 0:30 ────── 🔊 ⋮

Link
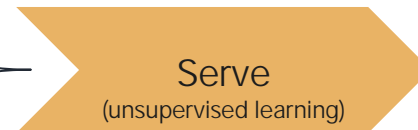
Serve
(unsupervised learning)

4 weeks

Remi Kent, Progressive CMO, Possible Conference, April 16, 2024

AI Audience Optimization Feedback Loop

Before

| Brief / Prompt | Generate | Approve | Serve (old ML) | Report | Optimize |

16 weeks (3 ads)   2 weeks   Next Quarter

After

| Brief / Prompt | Generate | Approve | Serve (unsupervised learning) | Report | Optimize |

1 week   1 week (120 ads)   3 days   4 weeks   Real-Time   Real-Time

Persona

Audience Optimization

Human
AI

33

AI Personalization:

- **Hierarchical Autopoietic Automation,**
  - 10 million impression refresh cycle
  - One hot encoding for encrypted learning
  - Layered unsupervised learning
  - K-modes clustering
- **Predictive cohort optimization**
- **Real-Time Explainable AI (RTXAI)**

GenAI to create the Ads:

- **Natural Language Processing (NLP)**
- **Generative AI Text (Scripts)**
- **Text-to-Synthetic Speech (Voice Overs)**
- **Generative Aural Composition (Music)**

Net Result: You can DOUBLE marketing ROI

AI For 1st Party Intent Signals

Introducing the Claritas Data Alliance

Understand your customers and what they are searching online all in real-time

The problem with customer data

Despite spending **$21.4 Billion** on marketing technology, FIs are unable to personalize consumer marketing **due to a lack of data**.

| Bill C-27 | Open Banking | Privacy Demands | Personalization | 3rd-Party Cookies | Generative AI |

Introducing Cyder

Cyder's Intent AI platform captures **real-time customer intent** from across the entire web.

claritas   Cyder.

Cyder Removes The Guess Work

In real-time FIs know:

Product Intent Triggers	Product Preferences	Purchasing Journey	Customer Segments
Search History	Demographics	Orders Placed	Product Research
Websites Visited	Brand Affiliations	Life-Stage / Milestones	Mobile Browsing
Shopping Preferences	SEO Optimization	and much more...	

Cyder.

1 **Data Collection**

We invite your customers to earn rewards by engaging with you.

This double opt-in connects our custom browser extensions with rewards program for your customers
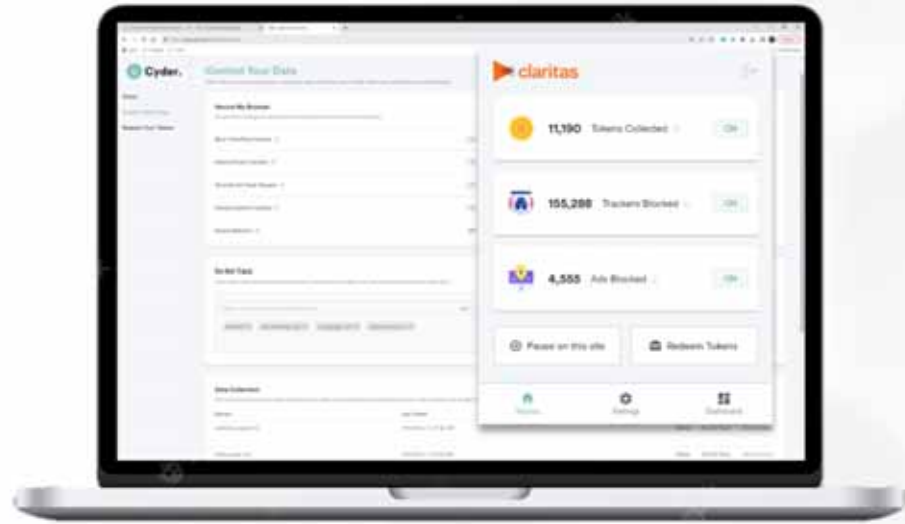
2 **Consumer Analysis**

Intent AI model **captures real-time consumer behavior** across the entire web

3 **Personalization**

Triggers and insights are shared with FIs to **activate personalized marketing** journeys

Cyder.
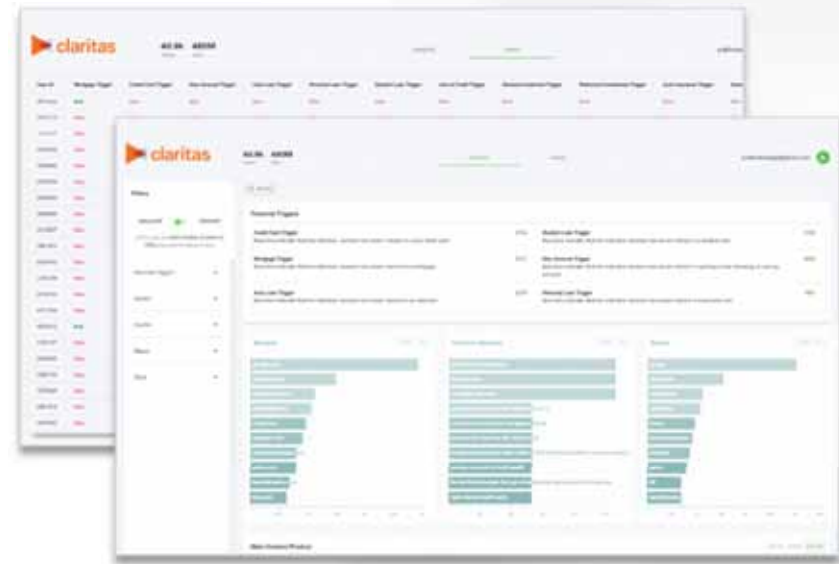
Anonymous

Visited your website.

Anonymous

Visited your website.

Sarah Waterfield

Visited your website.

Sarah Waterfield

Visited:

http://actor.example.com/bat/activity?books=beds
http://www.example.com/base
http://example.com/
https://example.com/bone/army.htm?bit=beds&

http://example.com/actor/art.php#battle
http://www.example.com/afternoon
https://www.example.com/argument/border.html
https://example.com/?aftermath=alarm&animal=bubble
http://example.com/
http://advice.example.com/
http://arm.example.com/
https://www.example.org/
https://bubble.example.com/attraction
http://example.com/

http://www.example.com/
http://angle.example.net/
https://example.net/
https://www.example.com/boy#apparatus
https://www.example.com/
http://www.example.com/
http://example.com/
https://www.example.com/birthday.php
http://birth.example.com/boot.php?bed=bedroom&
http://bit.example.com/bubble?basket=ants

http://example.com/
https://www.example.net/
https://www.example.net/bike
https://example.com/amount/behavior
https://example.com/blow.html
http://www.example.edu/action
https://www.example.com/appliance
https://www.example.com/brake/amount.htm
http://example.com/?appliance=brass&box=birth#army

Sarah Waterfield

Visited:
http://actor.example.com/bat/activity?books=beds
http://www.example.com/base
http://example.com/
https://example.com/bone/army.htm?bit=beds&
http://example.com/actor/art.php#battle
http://www.example.com/afternoon
https://www.example.com/argument/border.html
https://example.com/?aftermath=alarm&animal=bubble
http://example.com/
http://advice.example.com/
http://arm.example.com/
https://www.example.org/
https://bubble.example.com/attraction
http://example.com/
http://www.example.com/
http://angle.example.net/
https://example.net/
https://www.example.com/boy#apparatus
https://www.example.com/
http://www.example.com/
http://example.com/
https://www.example.com/birthday.php
http://birth.example.com/boot.php?bed=bedroom&
http://bit.example.com/bubble?basket=ants
http://example.com/
https://www.example.net/
https://www.example.net/bike
https://example.com/amount/behavior
https://example.com/blow.html
http://www.example.edu/action
https://www.example.com/appliance
https://www.example.com/brake/amount.htm
http://example.com/?appliance=brass&box=birth#army

Paul Matches

Visited:
https://example.com/bone/army.htm?bit=beds&
http://example.com/actor/art.php#battle
http://www.example.com/afternoon
https://www.example.com/argument/border.html
https://example.com/?aftermath=alarm&animal=bu
http://example.com/
http://advice.example.com/
http://arm.example.com/
https://www.example.org/
https://bubble.example.com/attraction
http://example.com/mortgage-rates
http://www.example.com/
http://angle.example.net/
https://example.net/
https://www.example.com/boy#apparatus
https://www.example.com/
http://www.example.com/
http://example.com/mortgage-calculator
https://www.example.com/birthday.php
http://birth.example.com/boot.php?bed=bedroom&
http://bit.example.com/bubble?basket=ants
http://example.com/buying-a-home
https://www.example.net/
https://www.example.net/bike
https://www.example.com/amount/behavior
https://example.com/blow.html
http://www.example.edu/action
https://www.example.com/appliance
https://www.example.com/brake/amount.htm

Jason Nu

Visited:
http://example.com/?appliance=brass&box=birth#
http://actor.example.com/bat/activity?books=beds
http://www.example.com/base
http://example.com/
https://example.com/bone/army.htm?bit=beds&
http://example.com/actor/art.php#battle
http://www.example.com/afternoon
https://www.example.com/argument/border.html
https://example.com/?aftermath=alarm&animal
http://example.com/
http://advice.example.com/
http://arm.example.com/
https://www.example.org/
https://bubble.example.com/attraction
http://example.com/
http://www.example.com/
http://angle.example.net/
https://example.net/
https://www.example.com/boy#apparatus
https://www.example.com/
http://www.example.com/
http://example.com/
https://www.example.com/birthday.php
http://birth.example.com/boot.php?bed=bedroom&
http://bit.example.com/bubble?basket=ants
http://example.com/
https://www.example.net/
https://www.example.net/bike
https://example.com/amount/behavior

Harpreet Gill

Visited:
=alarm&animal=http://example.com/
http://advice.example.com/
http://arm.example.com/credit-card-rewards
https://www.example.org/
https://bubble.example.com/attraction
http://example.com/
http://www.example.com/
http://angle.example.net/
https://example.net/credit-card-compared
https://www.example.com/boy#apparatus
https://www.example.com/
http://www.example.com/
http://example.com/finding-the-right-card
https://www.example.com/birthday.php
http://birth.example.com/boot.php?bed=bedroom&
http://bit.example.com/bubble?basket=ants
http://example.com/
https://www.example.net/
https://www.example.net/bike
https://example.com/amount/behavior
https://example.com/blow.html
http://www.example.edu/action
https://www.example.com/appliance
https://www.example.com/brake/amount.htm
https://example.com/bike.php
https://www.example.com/bedroom.php?baby=ball&
argument=base
https://www.example.org/#breath
http://www.example.org/apparel/blow?brass=bird

Kate S[...]

Visited:
https://example.co[...]
http://example.com[...]
http://www.examp[...]
https://www.example.org/[...]
https://example.co[...]
http://example.com[...]
http://advice.exam[...]
http://arm.example[...]
https://www.exam[...]
https://bubble.exa[...]
http://example.com[...]
http://www.examp[...]
http://angle.examp[...]
https://example.ne[...]
https://www.exam[...]
http://www.examp[...]
http://example.com[...]
https://www.exam[...]
http://birth.examp[...]
http://bit.example[...]
http://example.com[...]
https://www.exam[...]
https://www.exam[...]
https://example.co[...]
https://example.co[...]
http://www.examp[...]
https://www.exam[...]
https://www.exam[...]

Sarah Waterfield

Visited:

http://actor.example.com/bat/activity?books=beds
http://www.example.com/base
http://example.com/
https://example.com/bone/army.htm?bit=beds&
http://example.com/actor/art.php#battle
http://www.example.com/afternoon
https://www.example.com/argument/border.html
https://example.com/?aftermath=alarm&animal=bubble
http://example.com/
http://advice.example.com/
http://arm.example.com/
https://www.example.org/
https://bubble.example.com/attraction
http://example.com/
http://www.example.com/
http://angle.example.net/
https://example.net/
https://www.example.com/boy#apparatus
https://www.example.com/
http://www.example.com/
http://example.com/
https://www.example.com/birthday.php
http://birth.example.com/boot.php?bed=bedroom&
http://bit.example.com/bubble?basket=ants
http://example.com/
https://www.example.net/
https://www.example.net/bike
https://example.com/amount/behavior
https://example.com/blow.html
http://www.example.edu/action

Paul Matches

Visited:
https://example.com/bone/army.htm?bit=beds&
http://example.com/actor/art.php#battle
http://www.example.com/afternoon
https://www.example.com/argument/border.html
https://example.com/?aftermath=alarm&animal=bu
http://example.com/
http://advice.example.com/
http://arm.example.com/
https://www.example.org/
https://bubble.example.com/attraction
http://example.com/mortgage-rates
http://www.example.com/
http://angle.example.net/
https://example.net/
https://www.example.com/boy#apparatus
https://www.example.com/
http://www.example.com/
http://example.com/mortgage-calculator
https://www.example.com/birthday.php
http://birth.example.com/boot.php?bed=bedroom&
http://bit.example.com/bubble?basket=ants
http://example.com/buying-a-home
https://www.example.net/
https://www.example.net/bike
https://example.com/amount/behavior
https://example.com/blow.html
http://www.example.edu/action
https://www.example.com/appliance
https://www.example.com/brake/amount.htm
http://example.com/?appliance=brass&box=birth#a

Jason Nu

Visited:

http://example.com/?appliance=brass&box=birth#
http://actor.example.com/bat/activity?books=beds
http://www.example.com/base
http://example.com/
https://example.com/bone/army.htm?bit=beds&
http://example.com/actor/art.php#battle
http://www.example.com/afternoon
https://www.example.com/argument/border.html
https://example.com/?aftermath=alarm&animal
http://example.com/
http://advice.example.com/
http://arm.example.com/
https://www.example.org/
https://bubble.example.com/attraction
http://example.com/
http://www.example.com/
http://angle.example.net/
https://example.net/
https://www.example.com/boy#apparatus
https://www.example.com/
http://www.example.com/
http://example.com/
https://www.example.com/birthday.php
http://birth.example.com/boot.php?bed=bedroom&
http://bit.example.com/bubble?basket=ants
http://example.com/
https://www.example.net/

Harpreet Gill

Visited:
=alarm&animal=http://example.com/
http://advice.example.com/
http://arm.example.com/credit-card-rewards
https://www.example.org/
https://bubble.example.com/attraction
http://example.com/
http://www.example.com/
http://angle.example.net/
https://example.net/credit-card-compared
https://www.example.com/boy#apparatus
https://www.example.com/
http://www.example.com/
http://example.com/finding-the-right-card
https://www.example.com/birthday.php
http://birth.example.com/boot.php?bed=bedroom&
http://bit.example.com/bubble?basket=ants
http://example.com/
https://www.example.net/
https://www.example.net/bike
https://example.com/amount/behavior
https://example.com/blow.html
http://www.example.edu/action
https://www.example.com/appliance
https://www.example.com/brake/amount.htm
https://example.com/bike.php
https://www.example.com/bedroom.php?baby=ball&
argument=base
https://www.example.org/#breath
http://www.example.org/apparel/blow?brass=bird
http://www.example.org/

Kate S[...]

Visited:

https://example.co[...]
http://example.co[...]
http://www.examp[...]
https://www.exam[...]
https://example.co[...]
http://example.co[...]
http://advice.exam[...]
http://arm.example[...]
https://www.exam[...]
https://bubble.exa[...]
http://example.co[...]
http://www.exam[...]
http://angle.exam[...]
https://example.ne[...]
https://www.exam[...]
https://www.exam[...]
http://www.examp[...]
http://example.co[...]
https://www.exam[...]
http://birth.examp[...]
http://bit.example[...]
http://example.co[...]
https://www.exam[...]
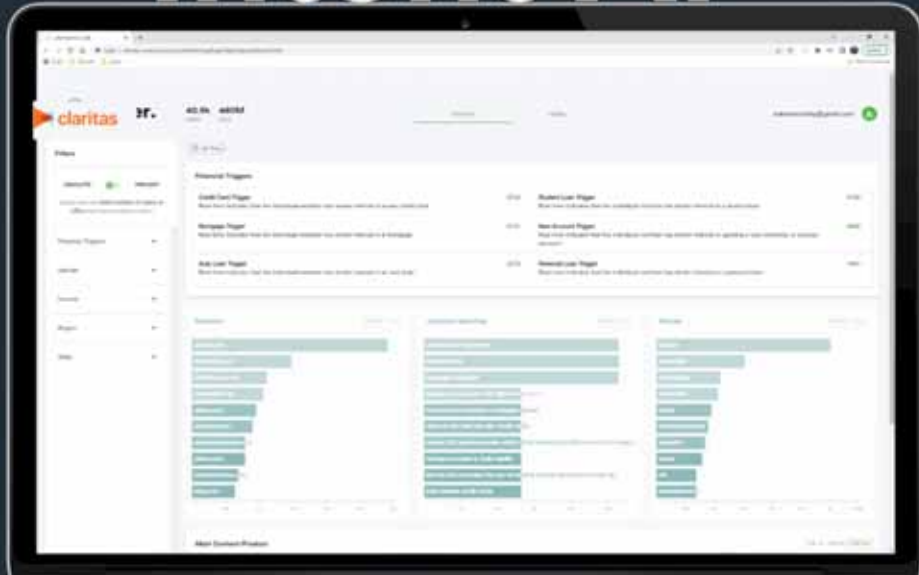https://www.exam[...]
https://example.co[...]
https://example.co[...]
http://www.examp[...]

Sarah Waterfield

Visited:

http://actor.example.com/bat/activity?books=beds
http://www.example.com/base
http://example.com/
https://example.com/bone/army.htm?bit=beds&
http://example.com/actor/art.php#battle
http://www.example.com/afternoon
https://www.example.com/argument/border.html
https://example.com/?aftermath=alarm&animal=bubble
http://example.com/
http://advice.example.com/
http://arm.example.com/
https://www.example.org/
https://bubble.example.com/attraction
http://example.com/
http://www.example.com/
http://angle.example.net/
https://example.net/
https://www.example.com/boy#apparatus
https://www.example.com/
http://www.example.com/
http://example.com/
https://www.example.com/birthday.php
http://birth.example.com/boot.php?bed=bedroom&
http://bit.example.com/bubble?basket=ants
http://example.com/
https://www.example.net/
https://www.example.net/bike
https://example.com/amount/behavior
https://example.com/blow.html
http://www.example.edu/action

Paul Matches

Ad

Visited:

https://example.com/bone/army.htm?bit=beds&
http://example.com/actor/art.php#battle
http://www.example.com/afternoon
https://www.example.com/argument/border.html
https://example.com/?aftermath=alarm&animal=bu
http://example.com/
http://advice.example.com/
http://arm.example.com/
https://www.example.org/
https://bubble.example.com/attraction
http://example.com/mortgage-rates
http://www.example.com/
http://angle.example.net/
https://example.net/
https://www.example.com/boy#apparatus
https://www.example.com/
http://www.example.com/
http://example.com/mortgage-calculator
https://www.example.com/birthday.php
http://birth.example.com/boot.php?bed=bedroom&
http://bit.example.com/bubble?basket=ants
http://example.com/buying-a-home
https://www.example.net/
https://www.example.net/bike
https://example.com/amount/behavior
https://example.com/blow.html
http://www.example.edu/action
https://www.example.com/appliance
https://www.example.com/brake/amount.htm
http://example.com/?appliance=brass&box=birth#a

Jason Nu

Visited:

http://example.com/?appliance=brass&box=birth#
http://actor.example.com/bat/activity?books=beds
http://www.example.com/base
http://example.com/
https://example.com/bone/army.htm?bit=beds&
http://example.com/actor/art.php#battle
http://www.example.com/afternoon
https://www.example.com/argument/border.html
https://example.com/?aftermath=alarm&animal
http://example.com/
http://advice.example.com/
http://arm.example.com/
https://www.example.org/
https://bubble.example.com/attraction
http://example.com/
http://www.example.com/
http://angle.example.net/
https://example.net/
https://www.example.com/boy#apparatus
https://www.example.com/
http://www.example.com/
http://example.com/
https://www.example.com/birthday.php
http://birth.example.com/boot.php?bed=bedroom&
http://bit.example.com/bubble?basket=ants
http://example.com/
https://www.example.net/

Harpreet Gill

Visited:

=alarm&animal=http://example.com/
http://advice.example.com/
http://arm.example.com/credit-card-rewards
https://www.example.org/
https://bubble.example.com/attraction
http://example.com/
http://www.example.com/
http://angle.example.net/
https://example.net/credit-card-compared
https://www.example.com/boy#apparatus
https://www.example.com/
http://www.example.com/
http://example.com/finding-the-right-card
https://www.example.com/birthday.php
http://birth.example.com/boot.php?bed=bedroom&
http://bit.example.com/bubble?basket=ants
http://example.com/
https://www.example.net/
https://www.example.net/bike
https://example.com/amount/behavior
https://example.com/blow.html
http://www.example.edu/action
https://www.example.com/appliance
https://www.example.com/brake/amount.htm
https://example.com/bike.php
https://www.example.com/bedroom.php?baby=ball&
argument=base
https://www.example.org/#breath
http://www.example.org/apparel/blow?brass=bird
http://www.example.org/

Kate Sp

Visited:

https://example.co
http://example.com
http://www.examp
https://www.exam
https://example.co
http://example.com
http://advice.exam
http://arm.example
https://www.exam
https://bubble.exa
http://example.com
http://www.examp
http://angle.examp
https://example.ne
https://www.exam
https://www.exam
http://www.examp
http://example.co
https://www.exam
http://birth.examp
http://bit.example.
http://example.co
https://www.exam
https://www.exam
https://example.co
https://example.co
http://www.examp

Intent AI

Why Cyder? Why Now?

Double Opt-In

&

Replace Third-Party Cookies.

&

Ensure Regulatory Compliance

&

Increase Customer Share-of-Wallet

Cyder.

Sample Triggers and Actions

Early Mortgage Targeting

Cross Selling Investment

Reducing Potential Churn

Cyder.

Customer has begun looking at home listings on ReMax and **searching the name of mortgage brokers**

Customer starts **researching trading apps on Google** and learning about investment options online

Customer is showing **interest in traveling** to Europe and is considering a travel card with a different FI / CU

Company

FI calls the customer through the call centre to book an appointment with a mortgage specialist in branch

FI promotes the Investing app and shares the benefits of using an app linked to their FI account

FI sends **targeted advertisements** and communications to customer about competitive travel cards

Cyder.

Join Claritas Data Alliance

Clarity, Transparency, Connection to Data

claritas **Cyder.**

Double Your Marketing ROI

- ## Getting started is easy

- Progressive gave Claritas Green Light in January and presented results of a four-week campaign 90 days after "go"
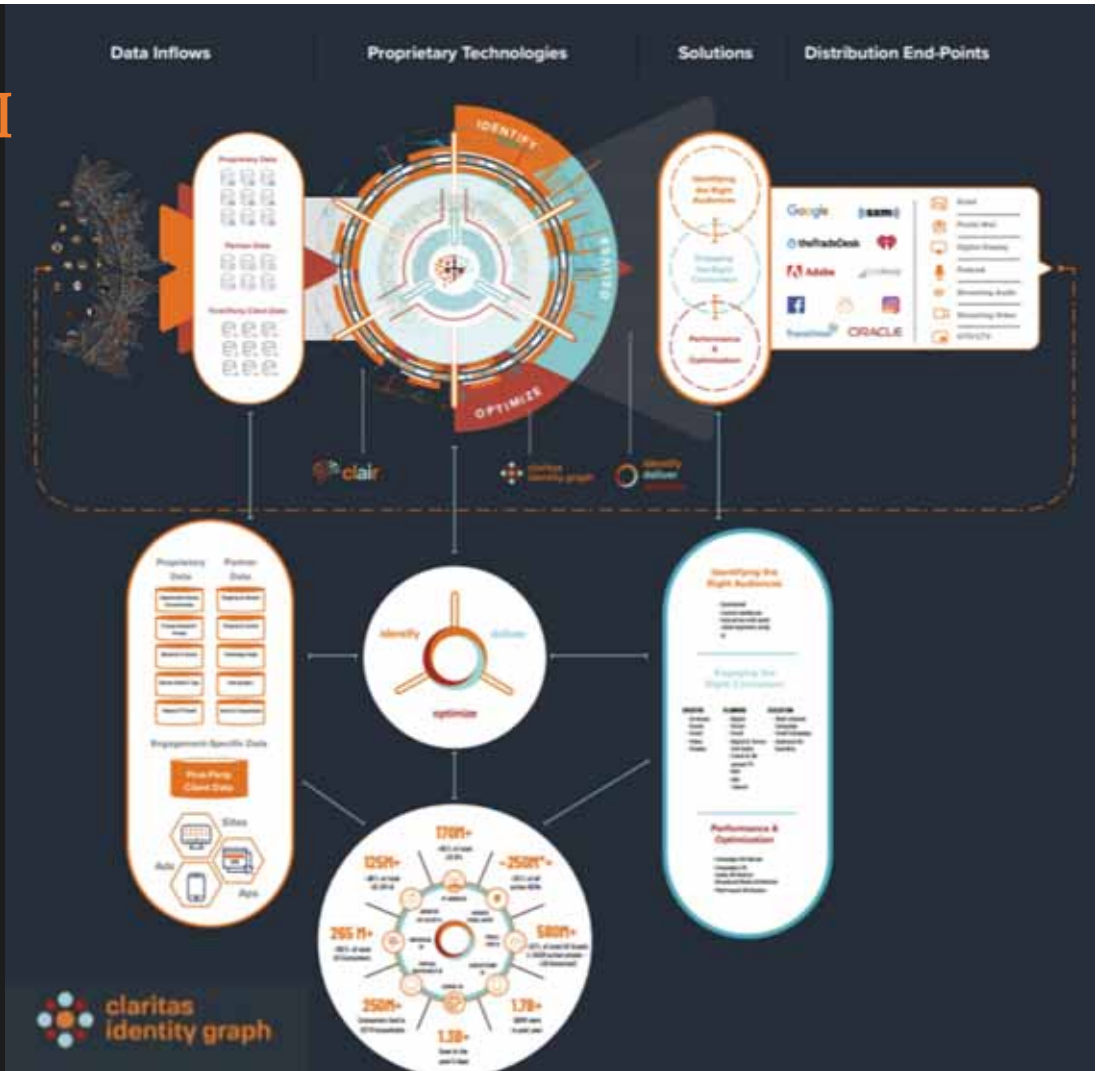
Questions?

Don't forget to visit Claritas booth #B322 in the Bristlecone Ballroom to keep the conversation going!

claritas