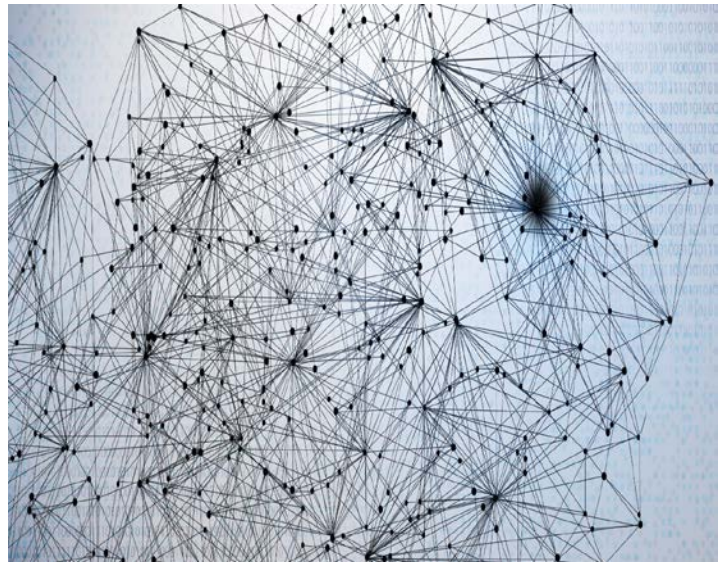




Marketing Applications



Gordian Knot Analytics Group, Inc.

EXPLAIN | PREDICT | OPTIMIZE™

Getting the most out of your marketing data

The use of Big Data is becoming ubiquitous, and is evident in everything from stock trading, to maximizing fuel economy, to “pop-up” ads, and “suggested for you” recommendations on every web site you visit. However, the current analytic tools to interpret the ever-increasing amounts of data you deal with are minimally effective, and arguably annoying, because the technology used to develop these tools is outdated or not designed for the challenges facing most Big Data applications.

Gordian Knot’s Marketing Applications were engineered to help marketers unlock the power of Big Data; overcome the challenges, and empower you to solve the challenges you face every day including segmentation and targeting, optimizing your marketing spend, customer retention, and maximizing your key performance metrics. Our software was designed to overcome the limitations of other analytics tools, and combines the best of academia and business acumen to create practical tools you can use immediately to improve your marketing ROI.

Getting Big (Marketing) Data Right | What’s at Stake

Challenges	What’s at Stake	How Gordian Knot Solves These Challenges
➤ Ever-increasing volumes of data	○ Missing what’s important vs what’s noise	✓ GKAG’s innovative products and services determine more accurately what data is important to consider vs traditional BD analytics tools and services
➤ Human capital shortage prevents extracting the full value of Big Data investments	○ Without capable analytics skills you can’t properly leverage your BD investment, and deliver long-term stakeholder value	✓ GKAG provides powerful, scalable IP to inform your decisions with fewer staff, allowing you explore more data in less time
➤ Reacting to what is happening vs predicting what will happen and taking proactive actions	○ “Steering by the wake” does not allow proper forward navigation through constant disruptive changes in your marketplace	✓ GKAG’s proprietary products and services construct a forward-looking prediction model with your data
➤ Increasingly more complex to deliver relevant, properly positioned messages to customers	○ Delivering the wrong messages, to the wrong audience, at the wrong time potentially alienates your most important customers, losing opportunities to create strong brand loyalty and customer bonding	✓ GKAG tools optimize your course of actions in order to deliver more relevant content, vastly improving your customer engagement experience

For more information visit www.GKAGmarketing.com, or contact us today at info@gknotag.com

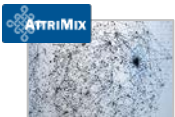
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Our solutions



Identify and find your ideal customers and map the right message / offer/ product to them at the right time

- ✓ Understand Your Customers' & Their Journey Stage
- ✓ Improved Delivery Timing
- ✓ Align Message / Product / Offer
- ✓ Relevant Messaging
- ✓ Increased Conversions
- ✓ Reduced Cycle Time



Deliver your messages through the most effective channels to drive sales conversions

- ✓ Understand Optimized Mix to Maximize Reach
- ✓ ID Spending Tradeoffs for Every Channel
- ✓ Understand the Impact of External Forces
- ✓ Simulate Cross-Channel Mix Models



Know what keeps customers loyal and, more importantly, predict if they are at risk of defection beforehand

- ✓ Retain Customers Longer (Reduce Churn)
- ✓ Increased Lifetime Value
- ✓ Reduce Spending on Customer Acquisition
- ✓ Proactive Customer Engagement
- ✓ Understand Key Drivers of Attrition
- ✓ Can Be Used to Improve Employee Retention



Identify your most important drivers of performance, and optimize recommendations for future improvements

- ✓ Identify the Most Important Key Performance Metrics (KPMs)
- ✓ Understand the Most Effective KPM Drivers and Increase Their Value for your Brand
- ✓ Simulate Optimized Recommendations for Best Future Results



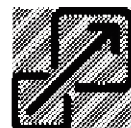
**Unlimited
Data Types**



**Actionable
Insights**



**Accurate &
Repeatable**



Scalable

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About Gordian Knot Analytics Group

Founded in 2015, Gordian Knot Analytics Group, Inc., an innovator in Big Data Analytics, is focused on explaining, predicting, and optimizing extracted marketing trends and drivers from your Big Data assets that traditional data processing application software and statistical analyses are simply inadequate to deal with.

GKAG has developed a series of proprietary Big Data analytics tools to provide a more comprehensive and accurate picture of actions our client companies can implement to generate profitable growth, improve customer satisfaction, and maximize the lifetime value of those customers.

Our Marketing Applications have helped our clients – leading companies in retail, healthcare, travel, and financial services to name a few – discover new insights, and develop improved marketing strategies from their information resources.



When you know what happened and why, you can predict what will happen next™



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