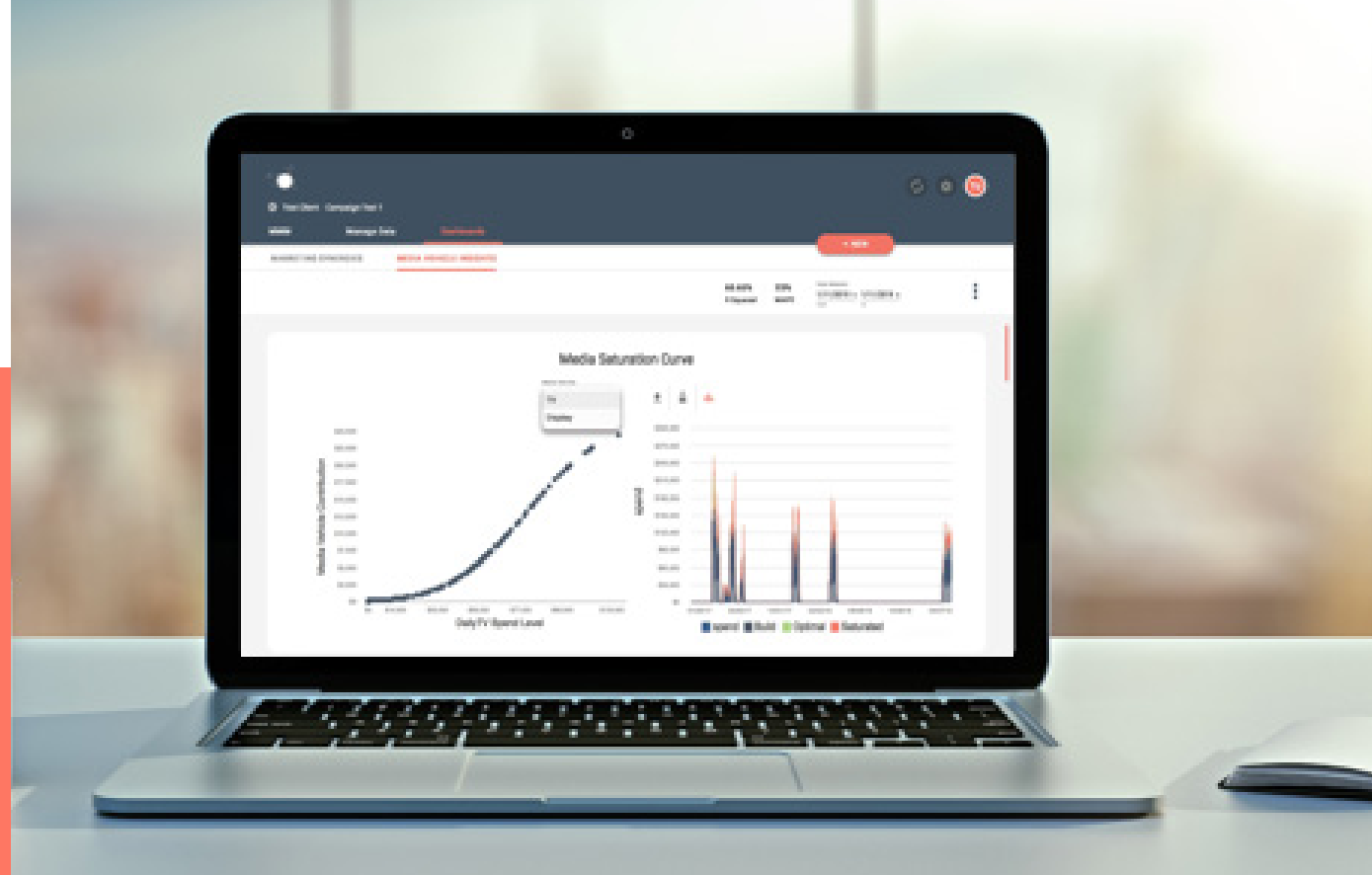


Leavened.

Marketing insights and optimizations delivered with speed, value, and transparency.



Leavened addresses the three biggest frustrations in the measurement and optimization process: the time it takes, the amount it costs, and the lack of transparency.

Built by marketers that know analytics and data scientists who know marketing, we are fully transparent into our platform and how it works, so you'll have confidence in the results. All at higher speeds and lower cost than our competition.



Marketing Mix Modeling

Where should I spend my next dollar?

Applies industry techniques for analyzing the mid-to long-term impacts of advertising on sales so you can optimize spend by



AdImpact

How does each TV, video, and audio placement impact MY ROI?

Designed to show how your placements in linear television, OTT, digital video, and audio are contributing to your overall cam-



AdResponse

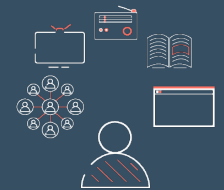
What is the immediate impact of my TV buy on response?

Analyzes minute-level web activity to determine the immediate impact of



ConsumerID - Profile

Who are my customers?
Provides insights into who your current customers are and identifies opportunities that are outside your target audience.



ConsumerID - Reach

Where do I reach more of my target audience?

Uses profile segmentation and delivers insights into both how to optimize your media and how your marketing efforts affect the purchase path.

Learn more about our products at Leavened.com

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