

MARKETSHARE BY THE NUMBERS

BIG DATA | BIG MODELS | BIG RESULTS

ACTIONABLE INSIGHTS ON VAST AMOUNTS OF DATA

Petabytes 00010101100010100
0101101101111001101
Raw Data Ingested Annually

400 Terabytes 010101101001
01011100010
101010110000
01001000101
10010110101
Data One Hospitality Industry Client Ingests Per Year

36 Trillion 010100100
0001001010110000
100010001001000101
010100010110110101
111001000110101100
Individual Cells One Model Set Calculates

120+ Data Sources 10001010100101101
011010101101101001
010001010011100010
1100101001010110000
010001010101000101
10010101010011110101
0101010100111101011
000110010101001010101
100101000100010010101000101000100010
0001010010100001011001010100101010101
100101000100010010101000101000100010
and Growing

GUIDING BILLIONS... AND THE BOTTOM LINE

\$60+ Billion
Annual Marketing Investment Globally by MarketShare Clients 

\$100 Million
Annual Value of MarketShare Deployment Estimated by One Automotive Client

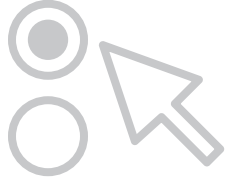
\$100+ Million
Incremental Revenue Gained by One Technology Client in One Year

SUPPORTING DECISIONS AT UNPRECEDENTED SCALE

100,000+
Budget Decision Variables Supported (1K in 2010)

700 Million
Unique Decision Points Supported as Customers Demand More (1M in 2010)

3,000+
Users on MarketShare DecisionCloud

300,000
Price Changes Activated in 30 Seconds 

EFFECTIVENESS GAINS & ROI

20%-30%
Average Marketing Effectiveness Gain Using Our Software

3x-50x
First-Year ROI on Typical Deployment 

SPEED WINS

900x
Faster modeling achieved in four years (6 hours reduced to 4 seconds)

0:02
Average Report Time

MARKET LEADERSHIP & EXPLOSIVE GROWTH

26 Fortune 500 Brands That rely on MarketShare Technology

60% Percentage of Clients in the **Fortune 1000**

491% MarketShare's 5-year Revenue Growth

3 Companies We've Acquired 

9 MarketShare Offices Worldwide



To learn more or request a demo visit marketshare.com | email: contact@marketshare.com

