



# The Next-Generation Solution for Better Decision-Making



## A Complete Picture

To make great decisions, you need a complete picture of your business. That includes understanding all the marketing and promotional investments being made, and their impact on both long-term and short term results.

This must be combined with insights on external factors you don't control such as competitor actions, the economy or even the weather – a host of influences that comprise your true business environment. Without such a complete view, the information cannot be accurate or predictive.

## Bringing Order To Complexity

MarketShare DecisionCloud™ (MDC) is an integrated solution that delivers all of this in one place, in a way that tells a visual story of what's really happening, and what you should do next. With today's explosion of data and consumer touch points, complexity keeps growing. The analytics and technology solutions within MarketShare DecisionCloud bring order to this complexity to help you make better, faster, data-driven decisions – with confidence.

## Decision-Making Control Center With Connected Insights

MarketShare DecisionCloud is an analytics control center that simplifies and automates the decision-making process. It forms the hub of your entire marketing ecosystem, from rapid data ingestion at scale, to insights, recommendations and decision-making in real time.

It helps you create budgets, develop marketing plans, optimize allocations and test scenarios. The technology delivers cross-channel allocation and attribution, predictive insight and scale – with rapid course corrections and recommendations that improve ROI and connect marketing to revenue. And because the insights are connected, results better reflect reality, drive consistency and eliminate friction in the organization.

*Continued* ►

“Hilton Worldwide relies on MarketShare technology to support its most critical marketing spend decisions across brands, portfolio and media types.”

—Martin Stofa, VP, Commercial Services Analytics, Hilton Worldwide

## Insights For All Levels

Marketing leaders rely on MarketShare DecisionCloud for making better decisions at all levels and functions. It offers unrivaled customer centricity, with richer levels of data and an enhanced ability to target not only media but all customer touch points.

It is deployed in multiple countries globally by many of the world's biggest brands and most sophisticated marketers. Our many users are in sectors such as automotive, retail, insurance, financial, travel & leisure, technology, consumer electronics, entertainment, pharmaceuticals and others.

## Single Platform for Better Decisions

MarketShare DecisionCloud unites MarketShare's industry-leading attribution, marketing allocation, planning and dynamic pricing systems in one platform – at enterprise scale. The single solution provides insights and predictive recommendations – from planning and allocation down to campaign-level course-correction and attribution – through a suite of Decision Applications that improve marketing effectiveness and drive growth.

Clear and consistent results are achieved through common data sets and analytical methodologies, which is vastly superior to cobbling together models and methods from multiple vendors to try to get a full and predictive view.

## Apps For Each Key Decision Activity

*The MDC apps – described below – help align decision making across the organization. From the most strategic to the most tactical decision, there is now a single place to turn to get the best possible recommendations for driving better performance from your offline and online marketing investments.*

### Strategy

Our resource allocation and optimization app guides budgeting and planning decisions, as well as trade-off scenarios for allocation – predictively – across products, markets, segments and channels.

### Action

Our multi-touch attribution app enables detailed publisher, segment, creative and ad unit decisions for campaign investment and real-time course corrections, and is connected to the programmatic media ecosystem.

### Benchmark

Our planning app uses proprietary data to enable budget investment decisions in low-data or no-data situations, and is ideal for decisions involving new product launches or moving into new markets.

### Price

Our app for dynamic pricing decisions – currently powering live event pricing – generates increased revenue by adjusting prices to changing market, customer and social media demand drivers.



Contact MarketShare today to learn more or request a demo.  
Visit [www.marketshare.com](http://www.marketshare.com) | email: [contact@marketshare.com](mailto:contact@marketshare.com)