



proquo^{ai}

AI Brand Management.
Grow with **Certainty.**

Win every pitch you work on.

With PitchBuilder, you'll have access to the latest intelligence on brands and categories in real-time.

You'll know **how** the brand you're pitching for is performing, **where** they need to improve, and **what** the competition are up to - all based on how consumers feel about them.

Our AI guidance will identify the best way to achieve your client's goals by analyzing millions of data points at the click of a button.

With daily data on your clients and visual evidence to support your pitch strategies, you can spin up a platform within two days to reach new avenues with unique ideas.

Today, the most forward-thinking agencies are running on ProQuo - like **Mother**, **Publicis**, **Total Media**, and **ITV** - creating winning marketing campaigns, every day, that they know will lead to positive outcomes.

Some of our partners running their brands on ProQuo AI:



What you get with PitchBuilder.

01 Brand intelligence for one month + four competitors of your choice

02 Data segmentation (by age, gender and users) to tell who your client's customers are and what motivates them

03 Category data on where the brand stands versus its competitors

04 Positive and negative feedback on how people perceive specific aspects of the brand

05 Two custom questions to ask consumers



And let's not forget CreativeLab.

Test any idea through our CreativeLab product and get your results within hours to make sure your strategies achieve your client's goals once launched.

Upload a work-in-progress concept, a fully-developed creative asset - or anything in between - to see how your pitch will impact the brand.

We'll show your ideas to 300 people and provide you data-driven proof that your solutions will deliver the results your client is needing. Our AI will help you optimize any idea, before you walk in the door.



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