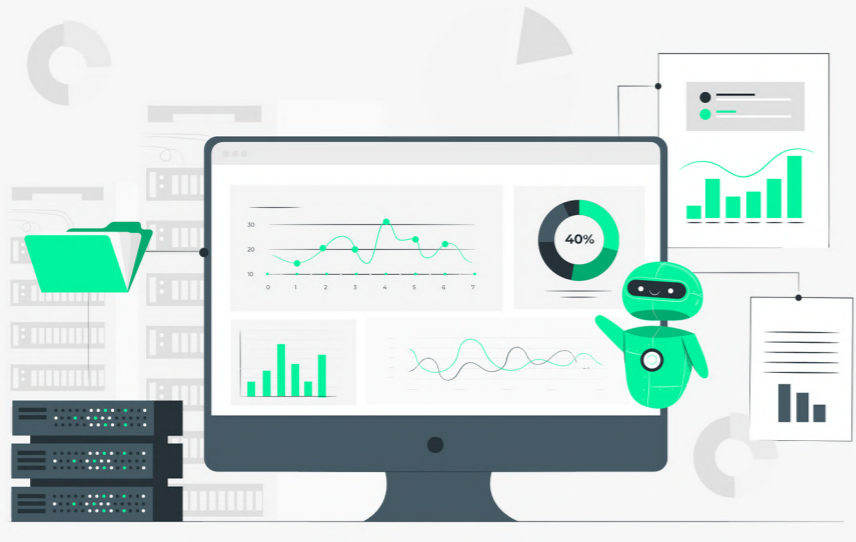
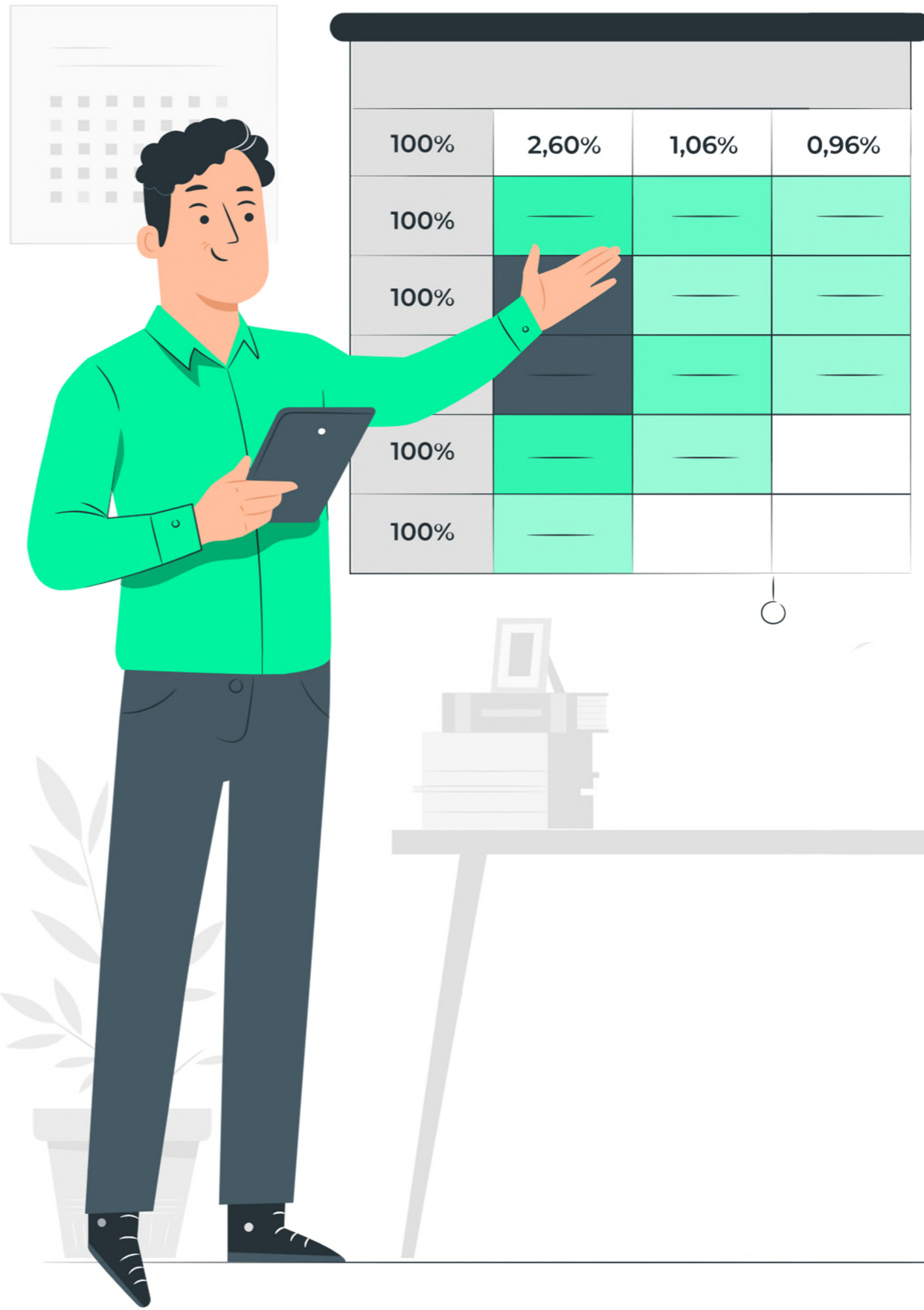


# Why investing in your brand will drive your sales.

The age-old question, will investing in my brand significantly impact my sales?

Investing in a brand may be the riskiest thing you can do, but also the smartest. Marketing is the only action a business can take which has the potential to bring in a disproportionate amount of value into the company. With a brand, there's no upper ceiling. If your brand takes off, every aspect of your business will grow. Your product will take off, your sales will be boosted, and the motivation levels within your team will be higher than ever.

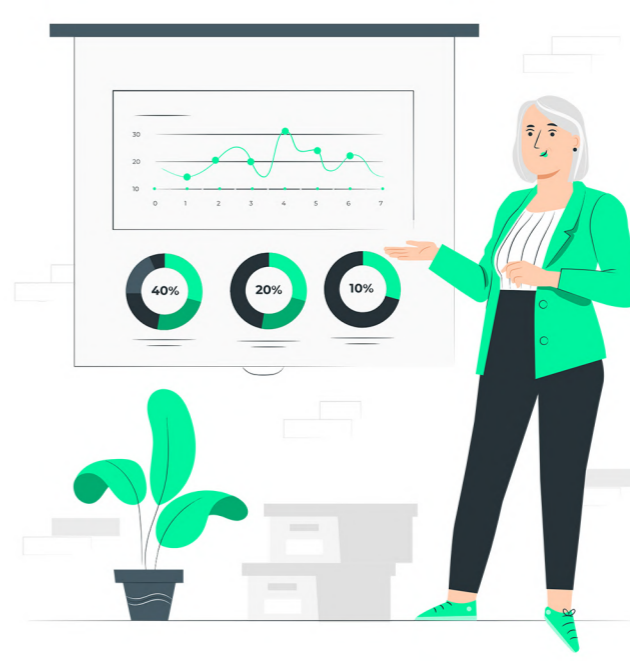


Despite this, it's still a pipedream for many marketers to be able to correlate impact against commercials. There's simply too much data for Brand Managers to make sense of. And not enough data for computers to make sense of.

That's where ProQuo comes in, inputting more data into machines so that AI can create and detect patterns within these datasets.

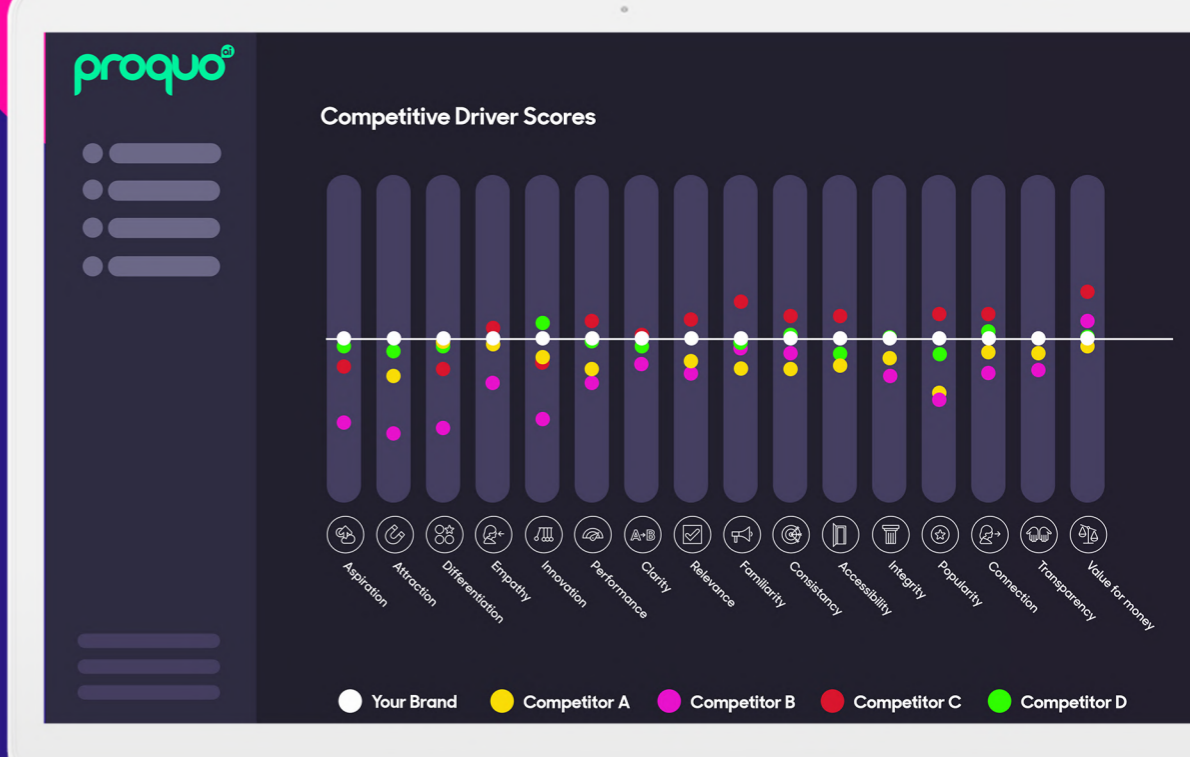
Before now, Brand Managers have had to rely on quarterly, monthly and yearly reports, or infrequent dips into the market. They've never had access to data streams that are in tune with their commercial data.

Until now. With ProQuo AI, you know where you are, every day, versus your category and competition. You tell our platform what you want to do. And our AI tells you how to do it. And you can see the results of your actions, instantly.



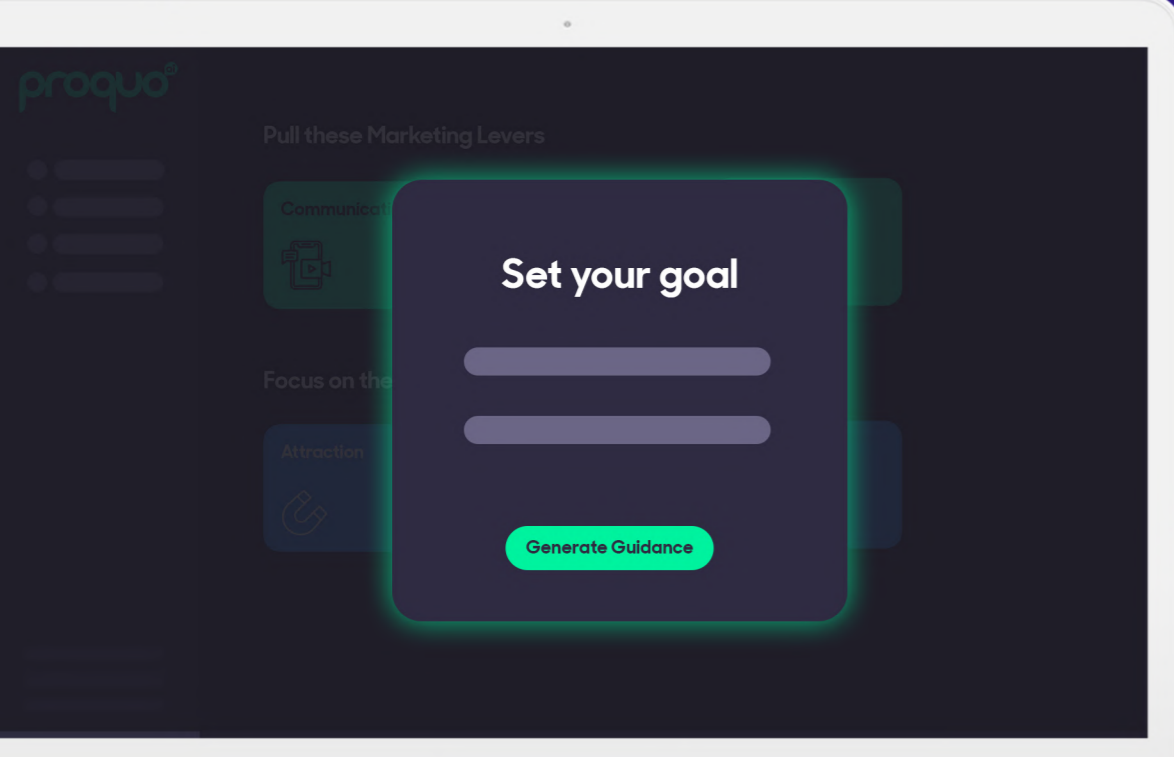
## ProQuo tells you where your brand stands.

Through ProQuo's real-time intelligence, you can clearly see where your brand is operating within its category, and how it stacks up against the competition. ProQuo measures your brand against the 16 Drivers, the 16 factors that determine the strength of a brand's relationship with its consumers. Brands are scored across these Drivers to show how they are performing at a holistic level, and to identify areas where the brand is excelling and areas where they are falling behind.



## ProQuo is aligned with your brand goals.

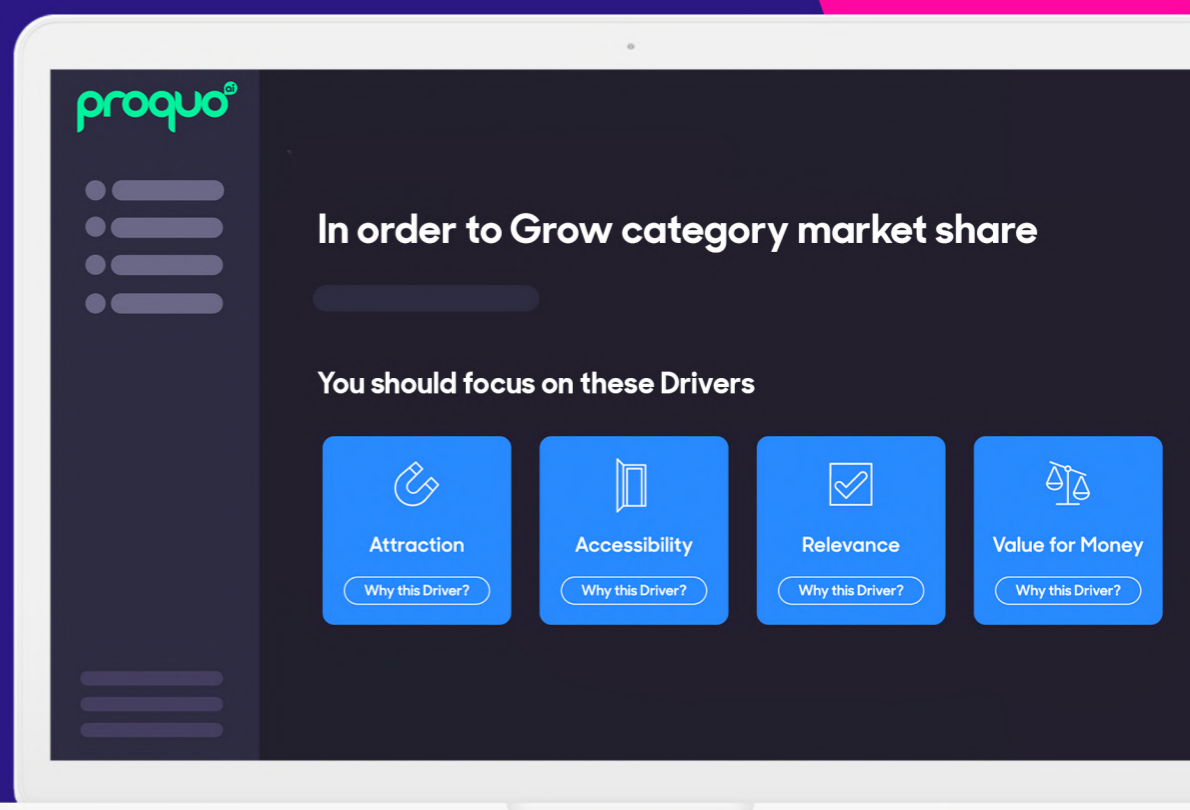
Simply, tell ProQuo what you're trying to achieve commercially. Is your goal to build penetration, grow market share, or drive awareness?



## ProQuo tells you what to do to grow.

Say your business objective was to grow market share. Based off this goal, ProQuo will create a custom action-plan, showing you what Drivers to focus on for growth, what the most important actions are to take, and where the opportunities lie for category disruption.

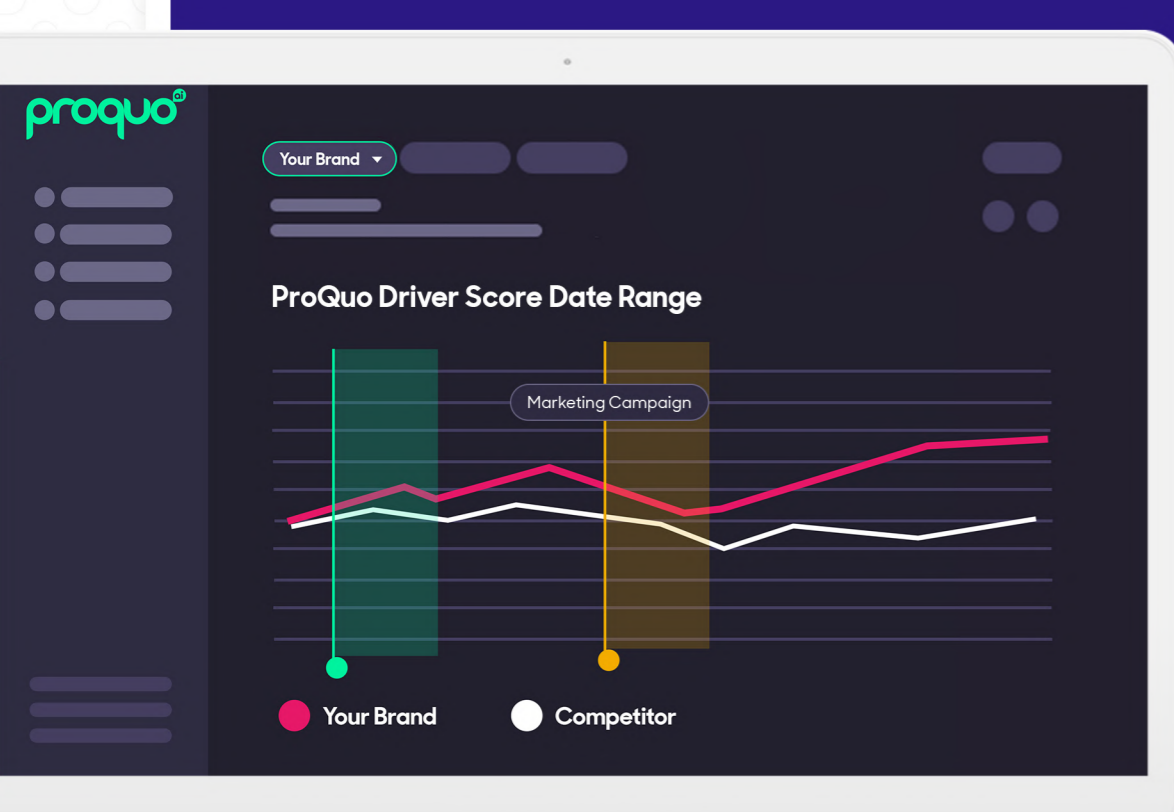
These actions are explicit and targeted, from packaging changes to partnerships, as well as pricing and the types of communication channels your brand should be using. They are based off the feelings and thoughts of real people in your category the platform collects on your brand, every day.



## ProQuo will help you prove your marketing impact.

Because our platform is always-on, you can detect your impact instantly. So, you'll be able to determine if your marketing actions have affected the strength of your brand as well as your commercial results.

With ProQuo, you can also upload commercial data to prove that as your brand's value grows, so too do your commercials.



So, next time you're walking into a boardroom you can say for a fact,

**'Investing in my brand matters and it's driving my market share. Take a look'.**

