



## Company Overview

- ▶ MPROVEIT Marketing Management Platform
- ▶ Marketing Analysis
- ▶ Technology Consulting

## ABOUT MSIGHTS

### Helping marketers make better decisions with better reporting and data.

MSIGHTS provides reporting, analysis and technology consulting services to corporate marketers and advertising / digital agencies. A leader in marketing performance management, MSIGHTS combines marketing expertise with business intelligence capabilities to help clients develop actionable insights from their marketing results data.

### Client For 6+ Years - Director, Digital Marketing – FORTUNE® 100 Company

“Throughout the years that MSIGHTS has been a partner, they have played a critical role in delivering the business intelligence that is the lifeblood of our digital marketing program. I highly recommend them for anyone who wants the crucial data analysis and insight to gain marketing efficiency and ultimately grow their business.”

## OUR SERVICES

### MPROVEIT Platform / Reporting

- Complete report and chart library in an easy-to-use web application.
- Powerful yet easy-to-understand and flexible to customize and add-on.

### MPROVEIT Modules / Data Manager

- Add-ins that streamline all areas of marketing management and operations.
- Turnkey data integration and standardization for all marketing source data.

### Marketing Analysis Consulting

- Extensive analysis and performance management experience.
- Includes “operationalizing” analysis, formats, and processes.

### Technology Consulting

- Expertise in BI, data integration, Salesforce.com, and cloud app development.
- Other services include near-shore development and data warehouses.

## MPROVEIT PLATFORM

### Easy-to-use marketing management platform designed for marketers.

The MPROVEIT Platform is a cloud software application marketers and agencies access for results reporting and marketing program management. The platform is based on a custom-built data model designed for marketing source data. MPROVEIT Reporting and MPROVEIT Modules (add-in programs that streamline areas of marketing management) leverage this powerful data model. And because plan and results data reside in the same core engine, reporting is more robust, complete, and powerful, providing for better ROI analysis.

- **More Analysis Time, Less Merging Data.** *Turnkey data management enables more time for making decisions rather than merging source data.*
- **Streamline Marketing Operations.** *Web-based collaboration across all aspects of marketing program management makes processes more efficient and effective.*
- **Optimize On Facts, Not Gut.** *Direct access to data means faster in-market optimization based on actual results versus just gut instinct.*
- **Retain Marketing Knowledge.** *Turn results data and program key insights into valuable information for future marketing decisions.*
- **No Client-side IT Integration.** *Web-based reporting designed by marketers for marketers only requires an Internet browser and broadband access.*

## MPROVEIT REPORTING

### Extensive report library designed to meet a marketer's analysis needs.

The MPROVEIT Platform has an extensive and ever-expanding catalog of decision reports, dashboards, graphs, and charts designed specifically to meet a marketer's reporting and analysis needs. The MPROVEIT Reporting module allows you to seamlessly convert disparate marketing data sources into actionable information, all presented in an easy-to-understand, intuitive interface and report delivery. All reports are published on-demand and on-the-fly based on criteria you choose, such as date range, data filters, in-report calculations, and specific business rules. MPROVEIT Reporting includes:

- **Dashboards.** *Quick yet complete view of all the marketing areas important to you. New views can be easily assembled from our extensive library of components.*
- **Snapshot Summaries.** *Detailed view on specific results areas. Drill downs, custom groupings, and filter criteria help you get the information you need.*
- **Trending Reports.** *Detailed time-series results information at any time interval. Strong visualization indicates areas that require attention.*
- **Advanced Visualizations.** *The suite includes options for advanced visualizations that include tree maps, geomapping, and interactive dashboards. Even though we have advanced reporting, all reports are still designed to be easy to use for all user types.*
- **Report Criteria.** *On-the-fly, custom select options for all MPROVEIT reports.*

## MPROVEIT MODULES

### Platform extensions that streamline marketing management and planning.

Managing marketing takes coordination across corporate marketing, internal stakeholder groups, and agency partners. Use the MPROVEIT Platform to ensure everyone is on the same page and working efficiently. MPROVEIT has different modules that are add-ins to the platform, each focused on streamlining and optimizing different areas of marketing program development and management. Use one by itself or combine modules for more powerful functionality, reporting, and analysis capability. Modules include:

- **Media Planner**
- **Direct Mail Planner**
- **Traffic Manager**
- **Creative Library**
- **Phone Bank Manager**
- **Tracking Manager**

For details of each MPROVEIT Module, visit [www.msights.com/mproveit-modules](http://www.msights.com/mproveit-modules).

### Module Spotlight – MPROVEIT Media Planner

Keep the details of all your media plans – TV, radio, print, FSI, promotions/events, digital display, and search – in one place. Plans are built from the line item and flight level with more than 20 data groupings to get you started (we also have custom group fields). Keep a complete history of all your media buys, allowing for rich information for future buy negotiations. When combined with MPROVEIT Reporting, actual results are added to your plan details for complete ROI analysis.

### Custom MPROVEIT Modules

Do you have a specific process or work area that needs to be automated and streamlined? MSIGHTS can build a custom module for your specific need. We have extensive experience with custom builds so let's talk about how we can help your team become more efficient.

## MPROVEIT DATA MANAGER

### Turnkey integration and standardization for all your marketing data sources.

From the beginning, MSIGHTS has focused on building the industry's best marketing data management processes and tools. And it's because of our processes and tools that enable MPROVEIT Data Manager to transform data sources into powerful reporting inputs. One central area to MPROVEIT Data Manager is data characterization – our process for creating marketing-based meta data. These data grouping are used throughout all MPROVEIT reports and include creative, media, geography, and tracking, just to name a few.

- **Data Loading.** Automated data loaders for all major sources, as well as integration with formats including API, Excel, XML, HTML, and flat files, just to name a few.
- **Data Standardization.** Proprietary data cleansing, standardization, and “tagging” processes are central to delivering an information-rich data set.
- **Data Model.** Designed from the ground up by marketers with ultimate flexibility and the ability for individual client and user customization.
- **Data Exports.** Seamlessly export data sets from MPROVEIT to other applications or internal systems for further analysis and data integration.
- **Data Sandboxes.** Direct access to large, cleansed datasets for complex data queries, analysis, and models. Eliminate internal analyst mini-warehouses.

## CONSULTING SERVICES

### Marketing Analysis

It can be a challenge to objectively review your own marketing results – you're too close to the initiatives, stakeholders have built-in bias, and agency partners have a perceived conflict of interest. MSIGHTS can help. As a third party, and experts in marketing performance management, we can objectively review your results and provide specific, implementable recommendations on how to maximize your marketing investment.

- **Analysis Process / Format.** Formalize process, structure, and reporting formats for analyses, reviews, optimization, and marketing effectiveness.
- **Operational Reports / Reviews.** Prepare detailed operational review reports, presentations, and documentation.
- **Results Readouts / Presentations.** Lead extended team meetings to discuss program results, trends, and optimization recommendations.
- **Intra-Company Communications.** Help preparing reports and executive presentations that summarize marketing program results and key learnings.

### Technology / Development

MSIGHTS Technology, a consulting division of MSIGHTS Inc., helps companies leverage in-house and 3rd party technology and business intelligence systems to make better marketing decisions. The MSIGHTS' consulting team includes seasoned industry experts from its US and Mexico offices. The team has proven experience working with enterprise data warehouses, business intelligence platforms, Salesforce.com, and reporting systems.

- **Marketing Data Warehouse Design and Implementation**
- **Web/Application Development**
- **Data Quality and Enhancement**
- **Report/Dashboard Design and Implementation**
- **Salesforce.com Consulting and Implementation**
- **System Performance Tuning**

For more details of this practice area, visit [www.msights.com/technology-consulting](http://www.msights.com/technology-consulting).

## SCOTT EAST

President / CEO,  
Co-Founder



Scott East founded MSIGHTS Inc. in 2004 with the vision of building a marketing analytics company focused on improving marketing measurement and performance management. As President/CEO, East is responsible for developing overall business strategy, forging partnerships, and overseeing MSIGHTS' client engagement teams. He is also actively involved with product development strategy.

Prior to founding MSIGHTS, East built a successful marketing consulting firm that served FORTUNE® 500 clients. A leader in the development of effective marketing programs, East has managed offline and online marketing campaigns for some of the nation's most recognized brands, including Sprint Nextel, FedEx, Verizon, World Wildlife Fund and AOL. His unique experience — a blend of ad agency and client-side management — is complemented by successful work spanning industries, products and segments.

Scott East holds a B.A. in political science from Syracuse University and an MBA from Georgetown University, graduating with honors and selection by the faculty for membership in the Beta Gamma Sigma honor society. East has received various marketing awards, among which include FedEx's Bravo Zulu for outstanding achievement, an award rarely given to someone outside the FedEx organization. He is a frequently requested speaker on a variety of marketing subjects, strategy issues, and marketing technology, and marketing knowledge management.

### Contact Details

**office:** (877) 267-4448, x703

**email:** [seast@msights.com](mailto:seast@msights.com)

**linkedin:** <http://linkedin.scotteast.com>

**blog:** <http://blog.scotteast.com>

## IVAN AGUILAR

Chief Technology  
Architect /  
General Manager –  
MSIGHTS Mexico, Co-  
Founder



Ivan Aguilar has over 10 years of experience developing enterprise software and web applications. Throughout his successful career in technology, Aguilar has been integral to leading large-scale technology teams in the design, development, and implementation of award-winning software. Aguilar's development and design experience is across a diverse portfolio of products, including a distributed personalization search engine, peer-to-peer collaboration software, work flow server system, and multi-channel business intelligence delivery services, to name just a few. He has been recognized among his peers as a system architect expert and has appeared as a speaker at industry conferences both in the US and Mexico. Ivan Aguilar is also listed as a co-inventor and patent holder for business intelligence products used at several FORTUNE® 500 corporations.

Prior to co-founding MSIGHTS, Aguilar was a founder and Chief Technical Architect for Enlista Corporation, an award-winning software company that designed and distributed collaborative software to several thousand users worldwide. Prior to Enlista, Aguilar was a founding member of Iron Street Labs, an Internet incubator company. Aguilar's responsibilities included architecture design and product development for several technology companies that were receiving funding from a leading Internet investment group. Prior to Iron Street Labs, Aguilar worked as senior developer at MicroStrategy.

Ivan Aguilar holds a Computer Engineering degree from ITESM CEM in Mexico and an MBA from the Thunderbird School of International Business.

### Contact Details

**office:** (877) 267-4448, x705 [US Office]

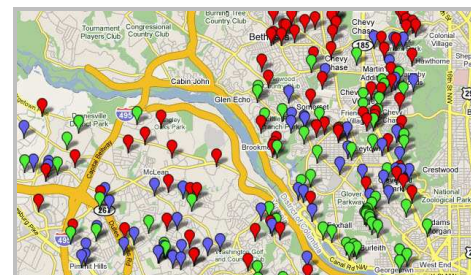
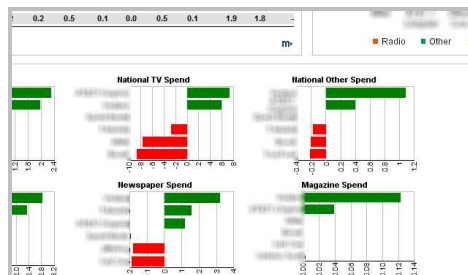
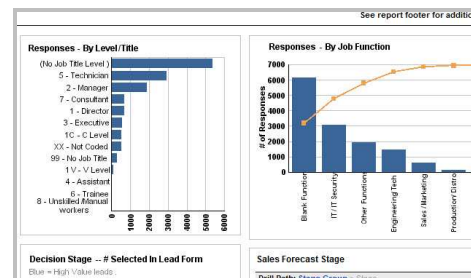
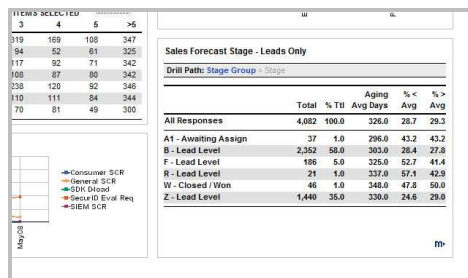
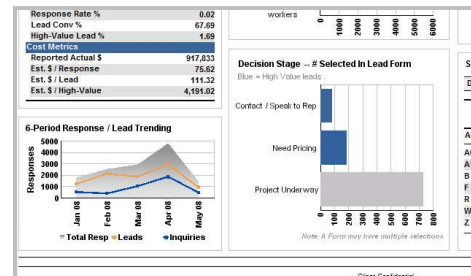
**email:** [iaguilar@msights.com](mailto:iaguilar@msights.com)

**linkedin:** <http://www.linkedin.com/in/aguilarivan>

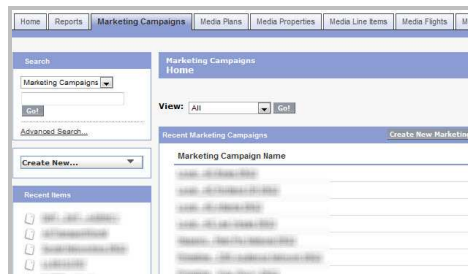
## SCREENSHOTS

Note: More screenshots can be viewed at [www.msights.com/gallery](http://www.msights.com/gallery).

## MPROVEIT Reporting – Complete Dashboard / Data Visualization Library



## Module Spotlight – MPROVEIT Media Planner



Line Item ID	Media Property	Placement	Markets
1150381	CNN	All News	Atlanta
1150382	CNN	All News	Baltimore
1150383	CNN	All News	Boston (Manchester, NH)
1150384	CNN	All News	Charlotte
1150385	CNN	All News	Chicago
1150386	CNN	All News	Cincinnati
1150387	CNN	All News	Columbus, OH
1150388	CNN	All News	Des Moines-Ames
1150389	CNN	All News	Greensboro-High Point-Winston-Salem
1150400	CNN	All News	Hartford-New Haven
1150401	CNN	All News	Honolulu
1150402	CNN	All News	Houston