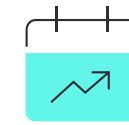
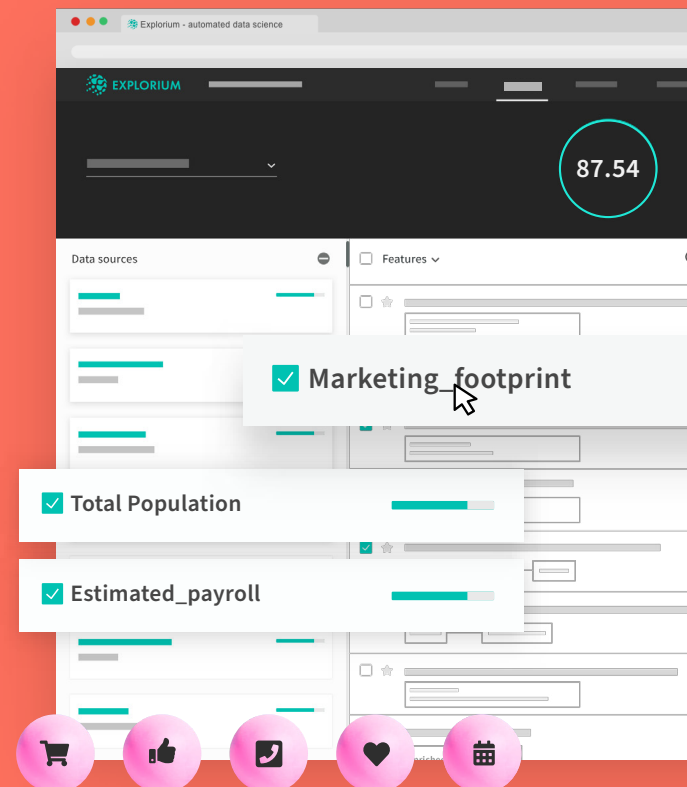


Jumpstart Your Marketing Machine with Explorium

Inside you'll find:

- Four use cases marketing leaders across industries use to keep their companies ahead of the competition.
- A streamlined process to transform from data-driven to data science-driven.
- Data-science-as-a-service explained and why it's a top choice for marketers today.



From data-driven to data science-driven marketing

As a forward thinking marketer, you need better data to cut through the noise, make predictions, and optimize your campaigns, but you might not have the time or resources. Explorium gives you the platform you need to bring context and cutting-edge AI technology that drives impact using external data and machine learning.



Leave the heavy lifting to the experts

You're an ace marketer, and you shouldn't split your time trying to build machine learning models. Our full data-science-as-a-service (DSaaS) platform handles everything from finding the right data to building the best models, giving you ready-to-use insights to maximize your ROI.



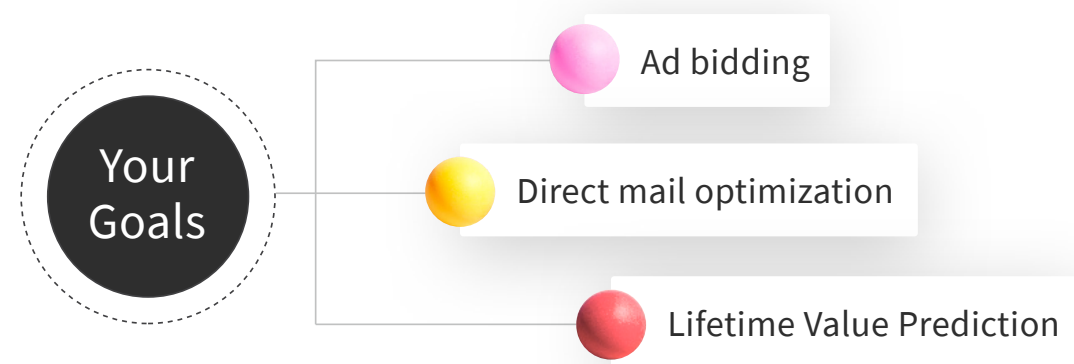
Get better insights with external data

You already collect thousands of data points, but do you have the data you need? Explorium gives you thousands of data sources that are ready to use and that give your marketing strategies greater context and visibility, so you can drive better insights from actionable data.

How Does DSaaS with Explorium Work?

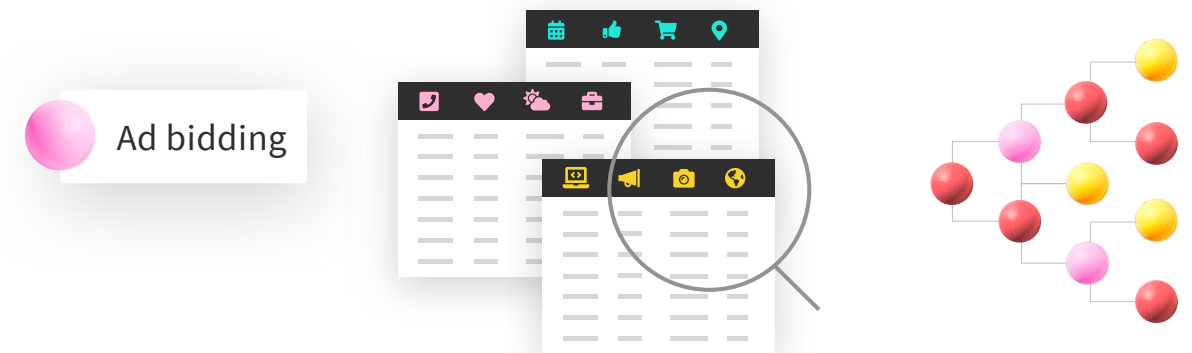
1. Set your goals

The first step in turning your marketing organization into a data science-driven machine is knowing what you want to get out of your machine learning. You might want to understand which ads are performing best, or which customers to target and their lifetime value. Whatever your goals, all you need to do is ask the questions, and Explorium does the rest.



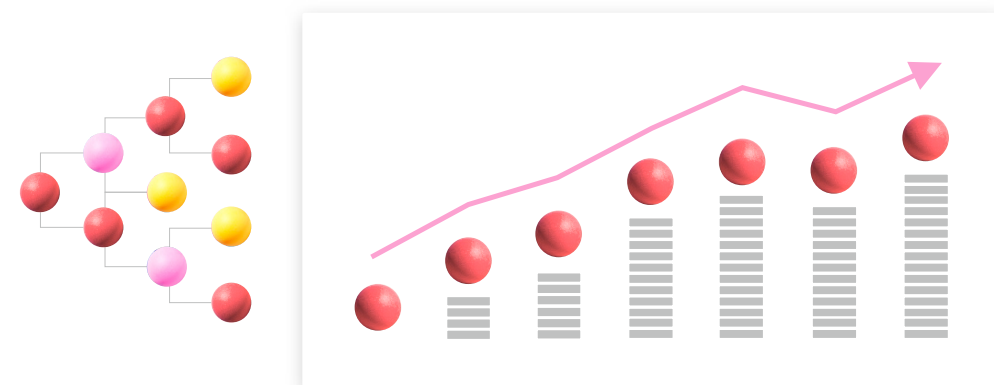
2. Let Explorium do the heavy lifting

Once you know what you want to predict, Explorium takes over. With your internal data, the platform will find the best external sources, build the most relevant models, and generate the insights your organization needs to take your marketing efforts to the next level. For you, that means the ability to build more proactive and impactful marketing strategies, faster.



3. Boost your ROI

In the end, marketing is about impact, and Explorium is designed to help you maximize it. Once your models are built and your data enriched, Explorium will give you the predictive insights you need to start making better decisions and jumpstarting your marketing efforts. Our platform lets you build campaigns and strategies that deliver results today, not in the distant future.



Discover **Explorium**

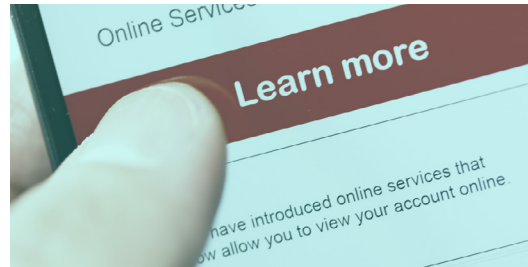
Use Cases

Marketers across industries use Explorium to optimize ad spend, lead scoring, content engagement, web visitor segmentation, and more.



Ad Retargeting

Optimize and automate your ad retargeting strategies with augmented data discovery.



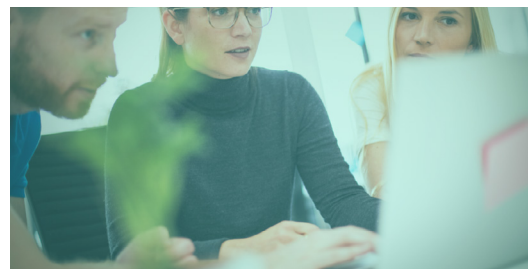
Lead scoring

Improve conversions with a more comprehensive lead scoring model.



Direct mail optimization

Target the right customers and boost your response rates.



Ad bidding

Optimize your bidding strategies and maximize every dollar you spend on display ads.

About Explorium

Explorium offers a first of its kind data science platform powered by data discovery and feature engineering. Leverage the platform with your existing team or take advantage of services for businesses that may not have internal resources but want to jumpstart data science.

"The ease of use and flexibility of Explorium allows us to launch new use cases on a monthly bases with minimal effort but maximum impact."

— Nadav Yekutieli, Head of Data, GlassesUSA.com



"Explorium provides rich alternative data sources that are critical for effective predictive modeling."

— Jian Tian, Data Scientist, BlueVine

