



Understand the True Impact of your Media Mix with a 2045 Essentials Trial

Achieve Greater Efficiency in Budget Allocation

We provide advertisers and agencies with a marketing attribution platform that integrates data from multiple sources and employs advanced attribution models for a comprehensive view of campaign performance.

It delivers actionable insights, helping you identify which media channels and partners drive the most value**. Connect data from any media planning tool or ad server (submitted via a 3rd party for security) and compare the **average investment** across each media channel against the **average effect** it had on your sales/actions.



We are so confident that our proprietary Singularity OS™ and AI-driven approach will out-perform existing partners and platforms, that we guarantee campaign performance.

Test our 2045 Essentials service offering today against your **Performance Max** or **Advantage+** campaigns. We consistently outperform these walled-garden solutions when measured against them.

Try us today risk-free!

Pay only for positive results*

Campaign-level MMM included at no cost with your 2045 trial*

Don't wait—gain clarity, maximize efficiency, and achieve guaranteed results with a 2045 Essentials trial. Experience firsthand the impact of our multi-platform approach and elevate your campaigns today.

** 5% of total campaign budget or \$15k min. spend (over 90-day period) required for accurate results

* Don't pay for media that falls below performance thresholds (e.g., sales impact vs. media spend)



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2045 Essentials & MMM FAQ

General Program Overview

What is 2045 Essentials?

2045 Essentials is a comprehensive solution that integrates campaign personalization with marketing measurement, enabling advertisers to maximize the efficiency and impact of their media campaigns. By offering deep insights into performance across multiple partners and platforms, the service allows for smarter media planning and optimized ad spend.

What makes your platform different from other solutions like Performance Max or Advantage+?

2045 Essentials outperforms traditional walled-garden solutions by leveraging a broader range of signals from multiple platforms. It provides a more granular view of media targeting and placement-level performance, enabling advertisers to make data-driven decisions that result in improved advertising ROI and better campaign visibility.

What are the costs associated with running a 2045 Essentials trial?

The media and measurement trial requires a minimum campaign budget of 5% or \$15k spent over a 90-day period to ensure accurate performance insights. This budget ensures that there is enough data to provide meaningful recommendations on optimizing your media spend and achieving the best possible return on investment.

How is campaign success measured?

Campaign success is measured by an independent Media Measurement company certified by both Google and Facebook. Using advanced methods such as Markov Chains, they analyze the contribution of each channel and platform, providing a detailed view of both individual and incremental media impact on campaign performance.

Do I pay for 2045 Essentials media that underperforms?

No, for campaigns run by 2045, you only pay for positive results. We don't bill for media that doesn't deliver an equivalent Share of Impact. This ensures that every dollar you spend is working towards driving meaningful results for your campaign, reducing waste and increasing the efficiency of your media budget.

Data Integration and Security

How does the platform integrate with existing media planning tools?

The 2045 Essentials platform integrates seamlessly with existing media planning tools, ad servers, and CRM systems. We utilize secure third-party APIs to connect and sync data, ensuring smooth, real-time data flow across platforms without the need for manual imports or complex setups. This integration allows for more efficient media planning and performance analysis.



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Is my campaign data secure?

Yes, your data is fully protected. All information submitted through the platform is handled securely by trusted third-party partners who prioritize data encryption and privacy. We comply with global privacy regulations, including GDPR and CCPA, to ensure that all user and campaign data is stored and processed securely.

Media Mix Modeling (MMM)

Why is MMM included in the trial?

Media Mix Modeling (MMM) is included as a complimentary feature during the trial to provide an in-depth analysis of how each channel in your media mix contributes to overall campaign performance. This model helps you understand the incremental impact of each media channel and provides recommendations for reallocating budget to maximize efficiency and results across your entire media plan.

Performance & Optimization

How does 2045 Essentials help optimize media spend across multiple platforms?

The platform consolidates data from various media sources, providing a comprehensive view of which channels and platforms are driving the highest return on investment. Using advanced AI-driven analysis, it helps you identify underperforming channels and reallocate budget to high-performing ones.

Can I see how different media channels contribute to overall campaign performance?

Yes, the platform provides detailed, channel-specific attribution models that allow you to see how each media channel contributes to overall campaign performance. These models show the direct and indirect impact of different channels on conversions, helping you understand the full customer journey and where media dollars are most effective.

What kind of reports can I generate to show the effectiveness of my media buys via 2045?

The platform allows you to generate highly detailed reports that break down performance by channel, including impressions, clicks, conversions, and ROI at a granular level. You can also customize reports to compare the performance of different platforms and tactics, making it easy to demonstrate the effectiveness of your media buys and identify areas for further optimization.

How does 2045 Essentials help to reduce media waste across my campaign?

By continuously analyzing campaign performance in real-time, the platform identifies underperforming media placements and suggests adjustments before too much budget is spent. This proactive approach helps reduce media waste and ensures that every dollar is contributing to positive campaign outcomes.



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FAQ

How does the platform determine where to increase or decrease spend?

The platform uses AI-driven algorithms that analyze cross-platform performance data to identify the most valuable channels and placements. It makes recommendations on increasing spend where the data shows higher engagement, conversions, or ROI, while reducing spend on channels that are underperforming. This ensures continuous optimization of your budget to maximize efficiency.

How does the platform handle small- or mid-scale programmatic buys?

The platform is fully optimized for programmatic buys, whether small or mid-scale. As long as we meet a data sufficiency threshold, it offers aggregated insights across all channels, ensuring efficient use of your media budget without sacrificing performance.

How accurate is the platform's multi-touch attribution?

The platform's multi-touch attribution models are highly accurate (we provide an r^2 score), assigning precise credit to each touchpoint along the customer journey. This allows you to get a clear understanding of how each interaction contributes to conversions, making it easier to optimize your media mix and budget allocation across different channels and touchpoints.

Can I forecast campaign results using the platform?

Yes, the platform offers predictive analytics that allow you to forecast campaign performance based on historical data, real-time insights, and current market trends. This feature helps you make informed decisions about future media buys and optimize campaigns for better results before they fully play out.

How does the platform ensure transparency in media buying?

Transparency is a key focus of the platform. Every dollar spent is tracked, and detailed reporting is available at every stage of the campaign. You can view exactly where your budget is being allocated, how it's performing, and adjust as needed to ensure you're maximizing ROI while maintaining full control over your media buys.

What level of control do I have over campaign optimizations?

While the platform offers AI-driven optimization recommendations, you retain full control over how those optimizations are applied. You can adjust bids, reallocate budget, or tweak campaign settings manually based on the insights provided by the platform, ensuring that you have the final say in how your campaigns are managed and optimized.



2045 Essentials & MMM FAQ

Attribution

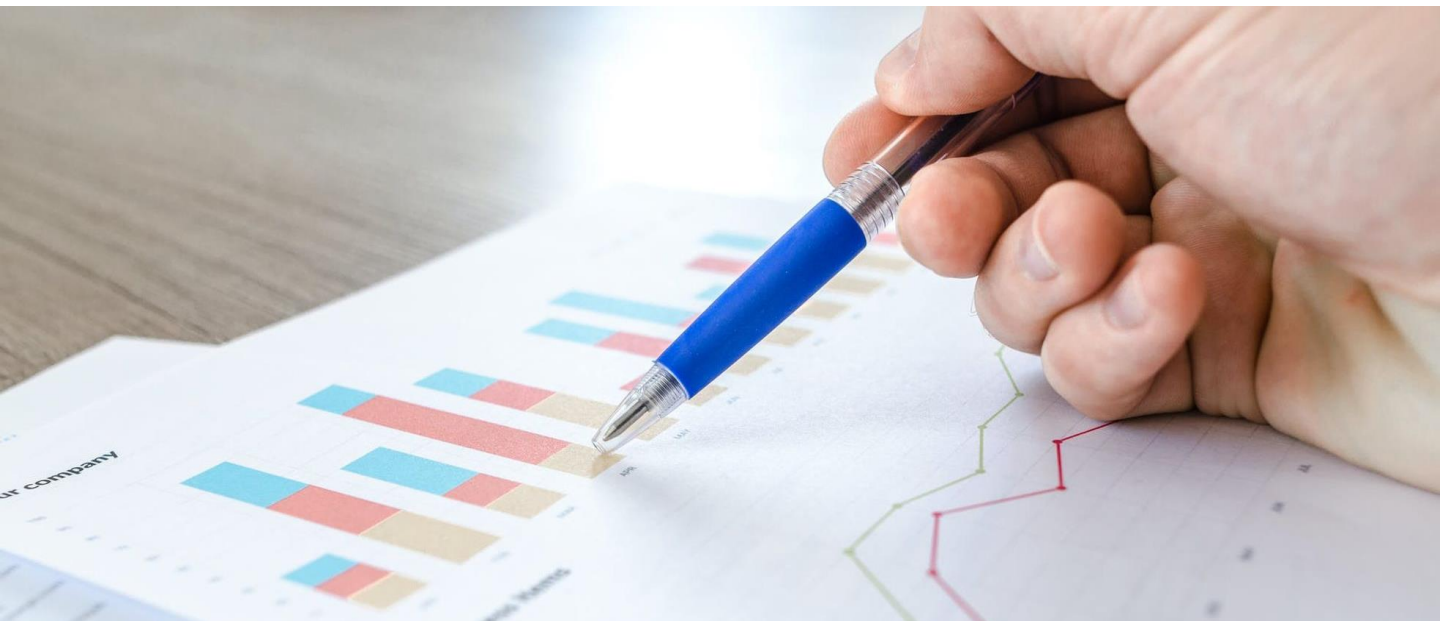
Can I compare the performance of walled gardens like Facebook and Google to other platforms?

Yes, the platform provides a comprehensive view that allows you to compare the performance of walled-garden platforms like Facebook and Google with open-web and programmatic options. This helps you see how each platform performs relative to others, enabling better decision-making when diversifying your media spend.

How does the platform attribute cross-channel conversions?

The platform uses advanced Markov chains to assign credit across different channels. This ensures that all touchpoints contributing to a conversion are properly credited, giving you a holistic view of your media's effectiveness and making it easier to optimize future campaigns.

Let's Chat!



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