



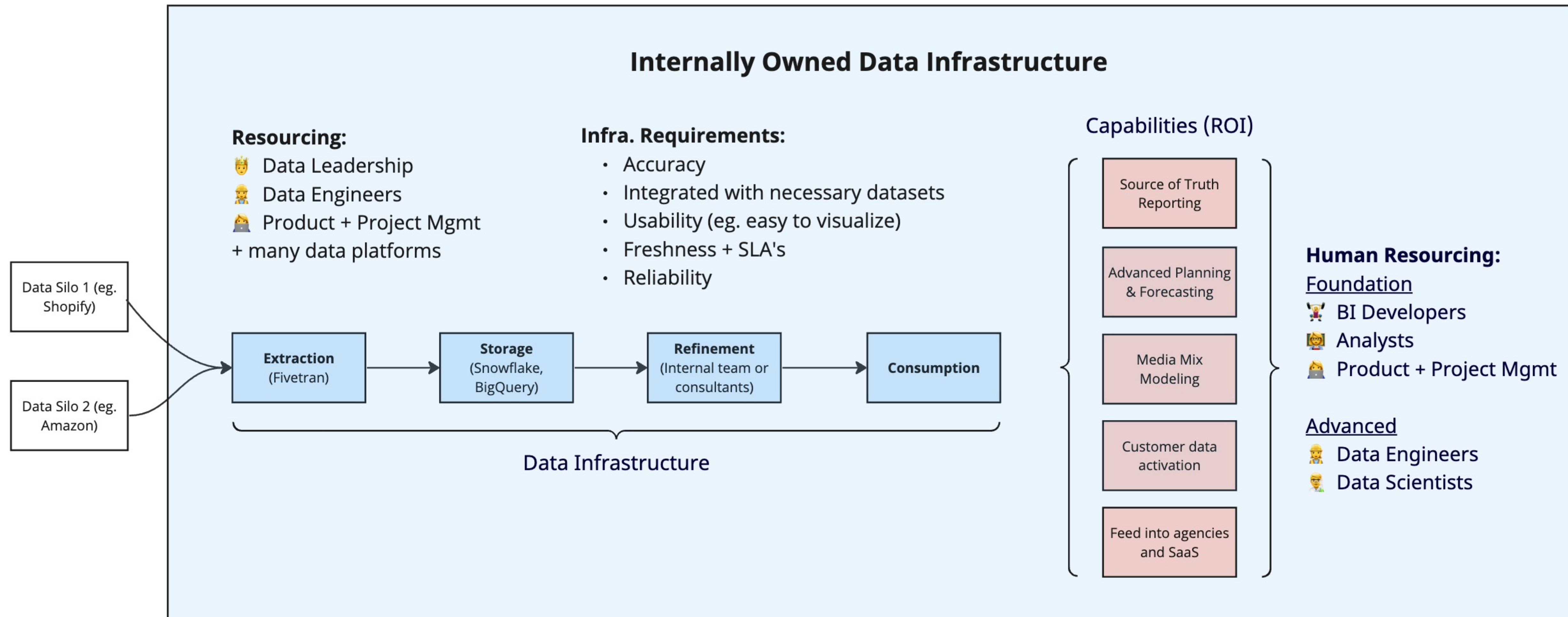
Source Medium

Direct Data Access



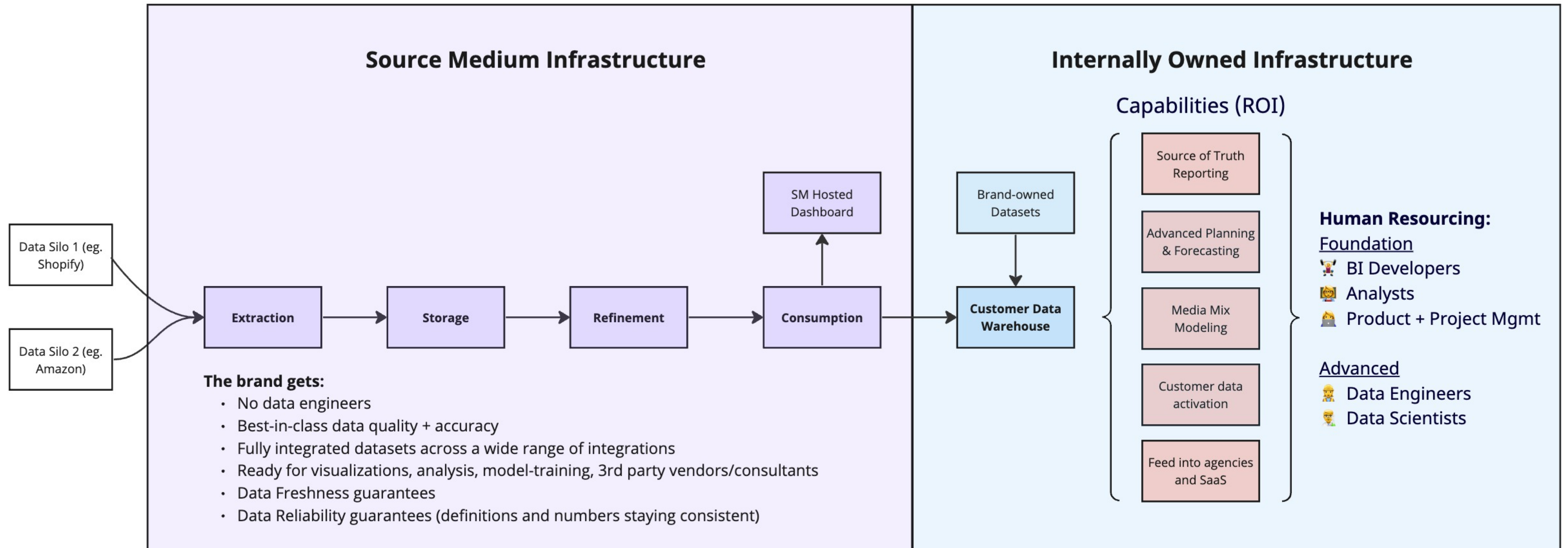
THE PROBLEM

Trustworthy & actionable data requires significant infrastructural investment



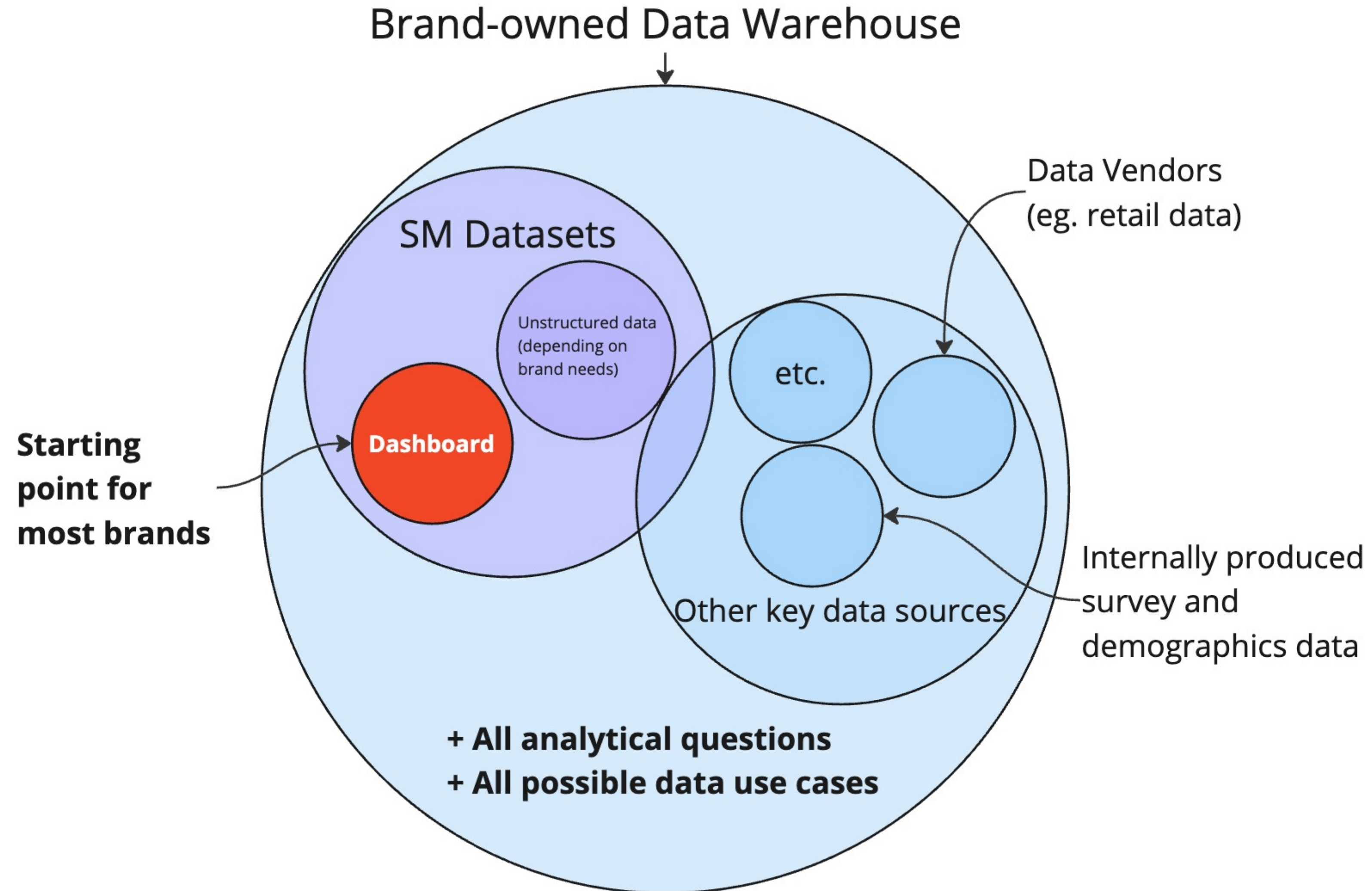
THE SOLUTION

The highest quality data +standardized schema +unlimited flexibility



THE DIFFERENCE

How does it differ from the current model?



USE CASES

Use Case 1: Media Mix Modeling

Make the most informed decision based on outputs from multiple modeling vendors, internal models, and source of truth data supplied by Source Medium.

