



CANOPY IQ™ IS YOUR CENTRALIZED CAMPAIGN HEADQUARTERS

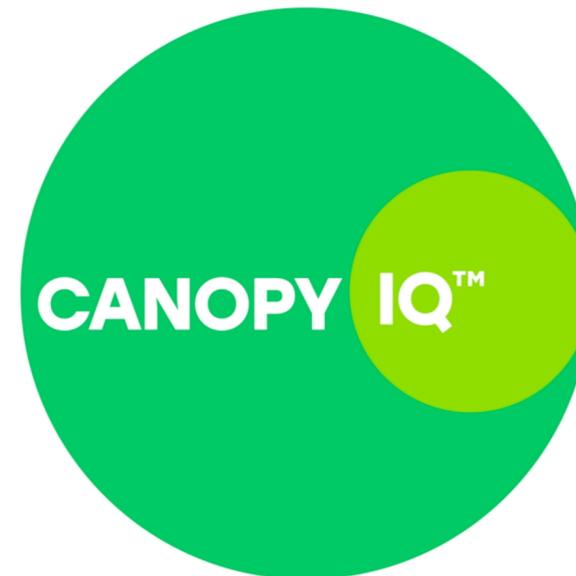


Canopy IQ™ Unifies Your Marketing Mix To Increase ROI

To better serve your needs, Canopy has developed a powerful multi-channel campaign dashboard and transparent reporting system we named Canopy IQ™.

Your personalized Canopy IQ™ dashboard connects all of your marketing channel data into a single source of intelligence. The simple to navigate, real-time visualization dashboard features seamless access to all of your campaign KPIs and data to ensure every dollar counts.

In combination with proactive support and guidance from Canopy's Account Management team, Canopy IQ™ will position you to succeed in the ever-changing digital advertising landscape.

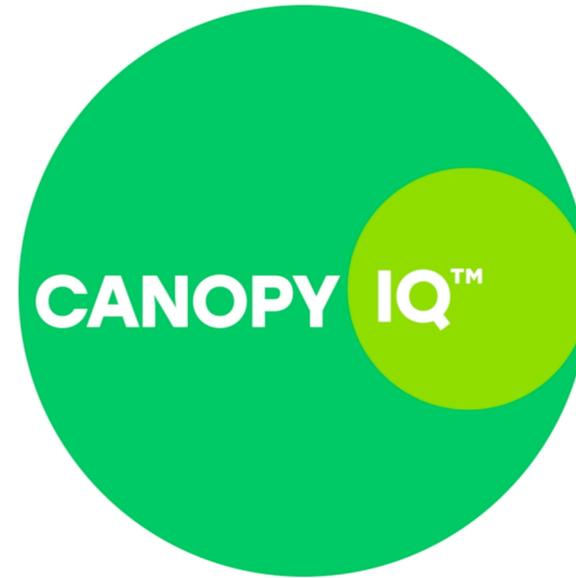


Canopy IQ™ Optimizes Your Marketing Performance



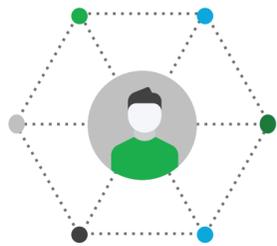
Identify Intent

Generate customer engagement across owned, earned and paid media channels



Maximize Purchases

Link your marketing, media, digital and physical sales



Drive Consideration

Connect your marketing mix to target mobile users and create high-quality leads



Create Brand Lift

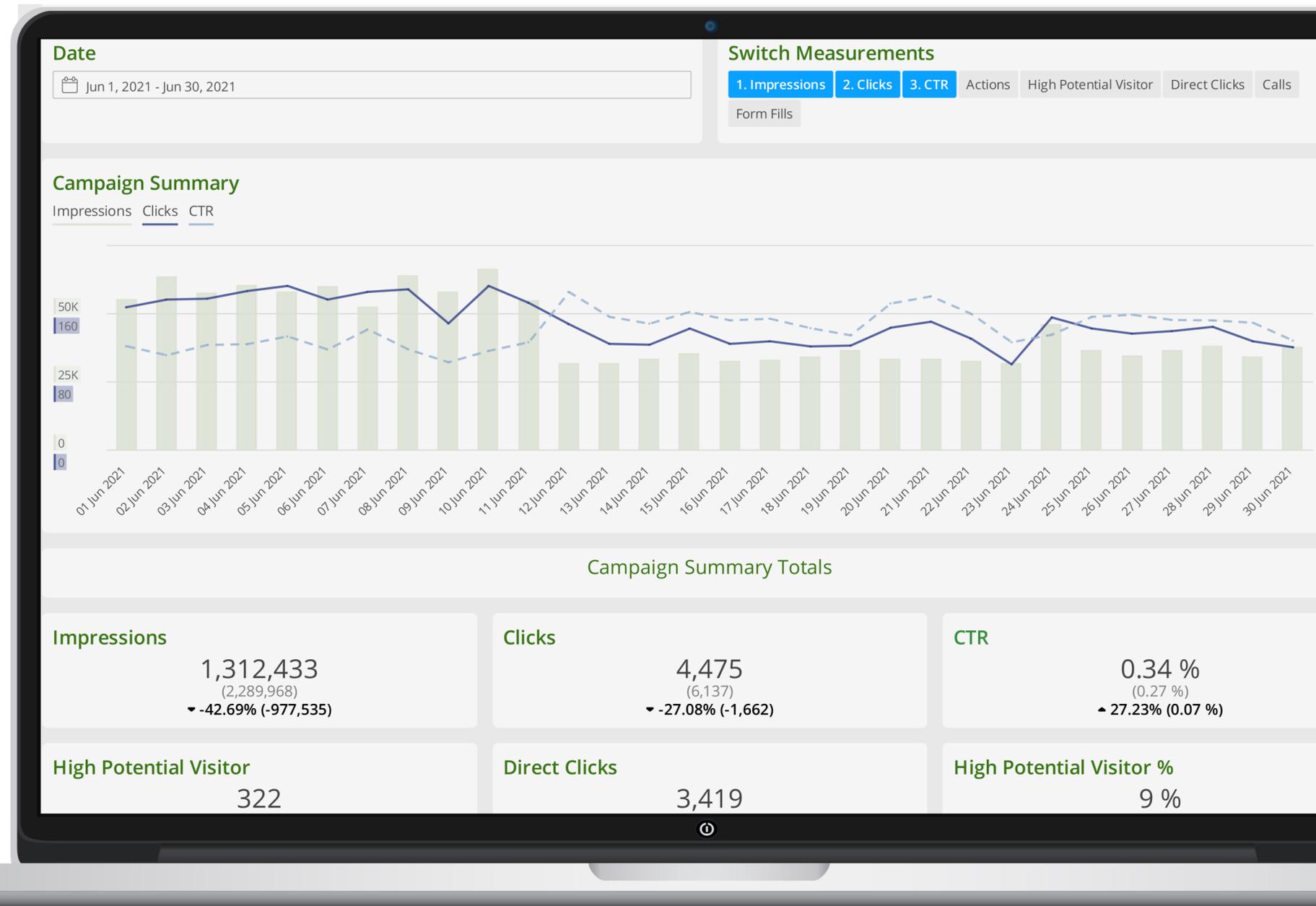
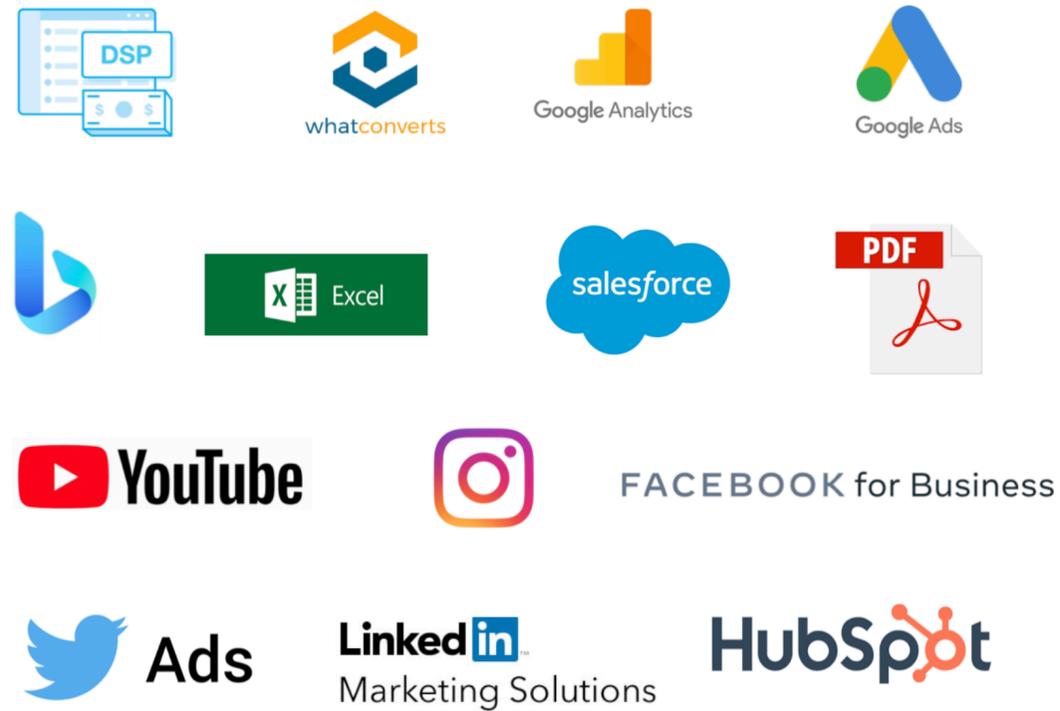
Impact market share, search and sales



Get 360° Degree Insights

Access Prospect, Market and Competitive Data

All of Your Campaign Channels In One Location



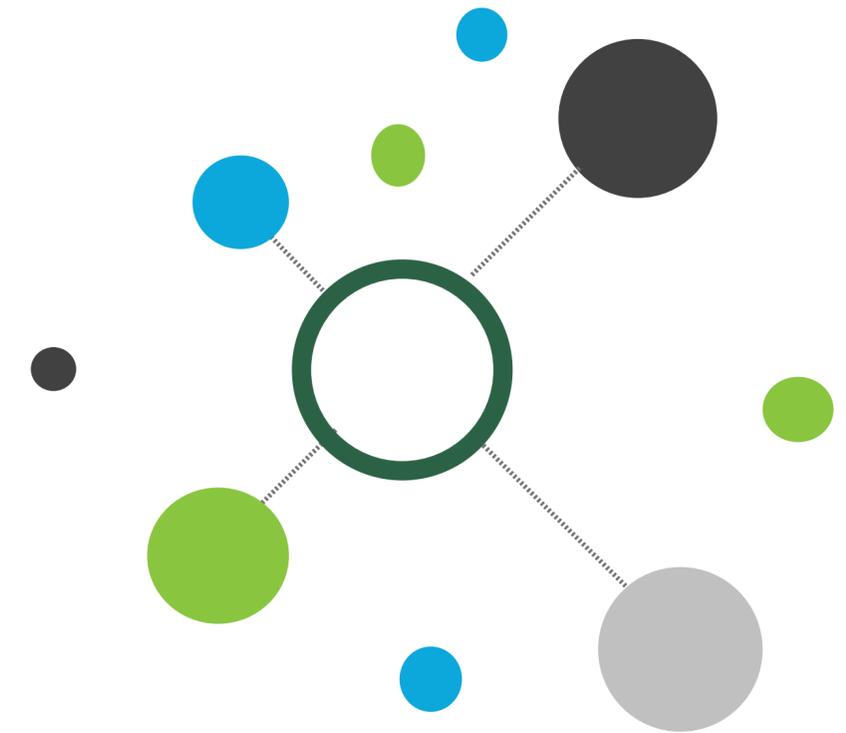
Comprehensive Data Analysis Is The Key To Optimization

To reach the most desirable prospects and maximize campaign budgets, marketers must interpret their data in order to make better informed decisions. That's where Canopy IQ™ analytics and optimization come in.

Consolidating data in a single source makes it far simpler to analyze. With all the information in one place, marketing leaders can quickly gather key insights at scale. The power of artificial intelligence (AI) can also provide marketers with deep insights that help determine KPIs and suggest actions for optimization.

With a centralized data foundation, marketers gain access to more accurate data sets, and with the speed of analysis powered by AI, key decision makers are up to date on the latest digital marketing trends and the most impactful KPIs.

Consistent reporting and reliable insights also help marketers optimize customer campaigns and budget allocations with greater speed and precision.



Take The First Step In Making Smarter Digital Marketing Decisions

Canopy IQ™ centralizes your data so you can execute better informed decisions quickly and effectively

- Enable cross-platform marketing intelligence
- Connect and unify marketing data sets and sources
- Integrate, cleanse, and classify data into a unified view
- Report across marketing channels and campaigns
- Access powerful dashboards, custom visualizations and shareable reports
- Visualize AI-Powered Insights and influence key decision making processes
- Surface insights to optimize campaign performance in real-time
- Collaborate with marketing and sales teams to drive ROI

