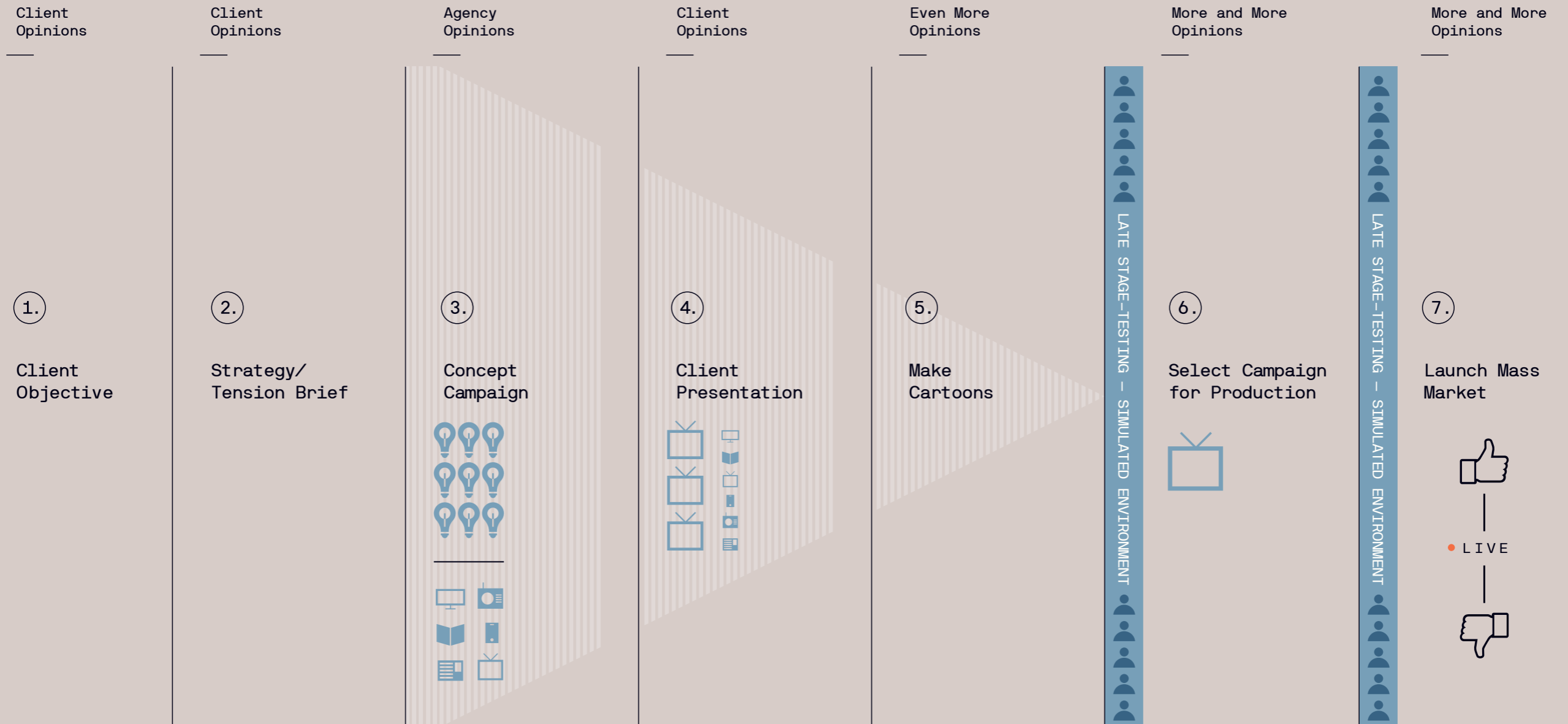


Old way:

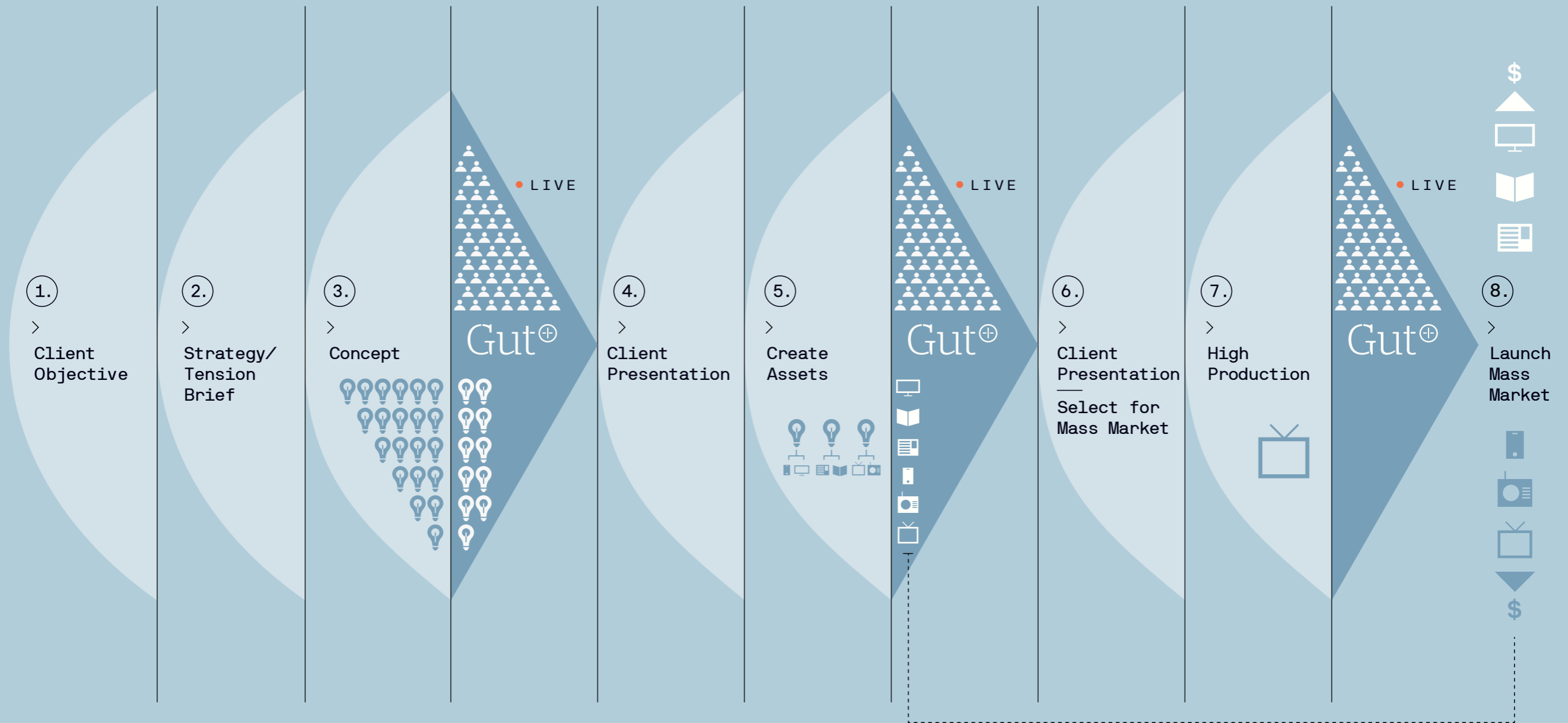
Slow, high-cost, late-stage testing in a simulated environment to find the “best” version of one execution.



One Concept. One Execution.
SLOW: 2 Month – 6 Month Process

New way:

Real-time, low-cost testing in the real world to discover the most potent and effective campaign assets.



Many Concepts. Many Executions.
FAST: 2 Week – 2 Month Process