Predicta: Automated Market Intelligence
Uncovering what matters most

Enter Predicta™. We've invented a cutting-edge intelligence service that uncovers real-time consumer opinions about brands, product, industry, and competitors. From this intelligence, insights are placed at business users fingertips allowing for meaningful decisions to be made. Simply put, Predicta creates insights by analyzing anything important found on the Internet. It provides scientific and impartial analysis, on an automatic and ongoing basis as the market changes.Generating real-time insights spanning the app life-cycle,

Using cutting edge artificial intelligence, businesses realize measurable benefits from brand monitoring and analysis. This global narrative is constructed using everything ever found online about products, content and brands and distills these insights into a dashboard of actionable reports.

Powered by patented technology developed, Predicta delivers a real-time view of the ongoing online conversation. Survey-based market research only gives the business a snapshot of the market. By the time results are reviewed, the organization has exhausted time, money, competitive advantage, and oftentimes, the information is biased and outdated.

Intrinsic Insights

Through our proprietary analytics models, Predicta captures intrinsic insights for brands, consumer products, and beyond giving the business:

- Global Narrative of everything ever found online about products, content and brands
- Access to unprecedented levels of statistically valid intelligence about where, when, and how to take action in your target market
- Distilled insights into a dashboard of actionable reports
- Real-time competitive benchmarking based on statistical patterns

What Best-In-Class Business are Learning with Predicta

Discover how your brands and products are perceived in the marketplace. Using those insights, see how you stack up against the competition and explore new opportunities for success in areas never considered before.

> " *We had been spending 250,000 dollars every six months for consumer analysis surveys. Predicta was fast to implement, gives us real-time consumer feedback and save us over $200,000 every six months* "

BurtsBees

Predicta's broad marketing applications:

- CPG: uncover opportunities that help you build and sustain competitive marketing campaigns.
- Retail: Reveals true opportunities that help identify shopper insights coupled with intelligence that enables line of business to make fact-driven business decisions.
- Automotive: cut through the complexity of a global market to uncover the customer voice.
- Mega Brands: compete at a large scale, and rely on intelligence into global standing, customer perceptions, and how the brand stacks up over time.

PREDICTA

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About Predicta

Predicta unlocks the potential of unlimited consumer data. It's the key to complete visibility into every corner of your business. Our proprietary discovery engine uncovers data that is generated continuously by millions of sources across the internet. This data is then organized, categorized, and beautifully visualized to help you better understand your consumer. Learn more at **www.predicta.com**.