



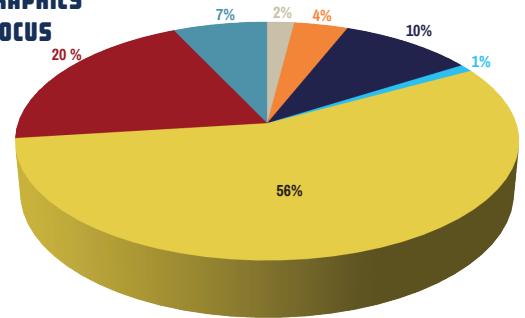
We deliver on the promise of digital marketing by taking a data-centric approach to achieve superior ROI for leading global brands.

Data & analytics form the foundation of all our products and services. Our quantitative approach to digital marketing has enabled us to carve an unparalleled niche for ourselves in the industry.

We know that today's solution may not be the answer for tomorrow's problem. This is an industry that moves at the speed of light and our R&D team is continuously testing and analyzing new methods to give our clients the advantage.

**EMPLOYEE DEMOGRAPHICS
PROVE COMPANY FOCUS**

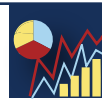
- Analysts & Statisticians
- Marketers
- Creatives
- Developers
- Leadership
- Account Executives
- Tea Lady



Employee headcount by function (70+)

SERVICES

Analytics & Reporting



We deliver cutting edge solutions to drive actionable insights.

Our proprietary tools enable our analysts to deliver on the promise of BIG DATA. Our dashboards help make data accessible and understandable, and customized to each client's needs.

Online Marketing



We are experts in everything from SEO to Social Media and all channels in between.

Our data-centric approach guarantees success across all digital channel engagements. Two of the biggest PPC spenders in the US have benefited from our Quality Score Model (QSM®). In addition, our ROI-driven approach to SEO is designed to get you to the front page faster.

PROPRIETARY PRODUCTS

FUZClus®

Analyzes customer segmentation and pathing to deliver insights that are actionable in real time.

CHATScore®

Measures channel attribution considering antecedent and precedent actions also taking into account time decay.

iFuturist®

Predicts trending topics in the future using advanced statistical models to help plan content strategy.

ALPS®

Our Analytics Led Platform for Search tool delivers the best SEO using advanced algorithms.

QSM®

Our Quality Score Model identifies low bid, high return PPC opportunities, improving campaign ROI.

SIGMA®

Our Search Intent Gathering for Market Analysis tool measures brand recall and hidden market opportunities through advanced keyword research.

* Patent pending

Design & Development



We follow an integrated development paradigm across devices and platforms.

With SEO, testing and reporting in mind, we offer faster and inexpensive ways to manage front-end development – microsites, apps and web redesign. All of our development is integrated with analytics in mind.

CLIENT SNAPSHOT

From financial services to retail, we help some of the best brands execute their digital marketing strategies.

- | | | |
|------------------|-------------|---------|
| American Express | Humana | Tenlegs |
| Google | Allstate | Enova |
| Discover | Nutrisystem | YSL |



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