



# AIOS

PLAN. MEASURE. OPTIMIZE. ALL IN ONE SYSTEM.

As the  
complexity  
of consumer  
journeys  
multiply, so  
do the gaps  
in data.



Privacy barriers, walled gardens, and multi-device lifestyles have created a fog of fragmented data for measurement.

As Marketers, we're given an arsenal of tools that promise clarity, but often create more confusion.

## Intelligently optimize marketing performance

Enter AIOS: the intelligent All-in-One System for Marketing. Built with predictive intelligence, AIOS connects all touchpoints, and continuously plans, measures and optimizes creative performance to grow your business. AIOS isn't just another measurement tool: AIOS models campaigns as experienced by your customers, and with a complete and continuously updated view of journeys across all data sources, it helps refine strategies and achieve unparalleled ROMI.

## Measure results, not media formats

AIOS uses predictive intelligence to zero in on individual journeys, tracking back from an actual outcome like a sale, revealing every step along the way. With near real-time visibility across channels, marketers can understand how each touchpoint, creative, and message contributes to success, and implement actionable recommendations.

The result? More efficient and effective campaigns. Maximized returns.

USD  
**\$2B**  
Marketing dollars optimized

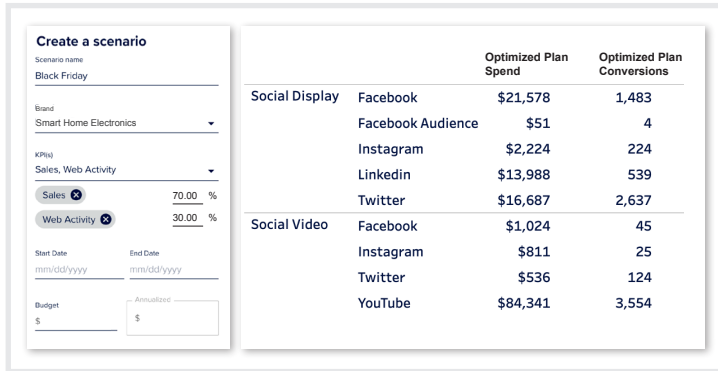
Up to  
**29%**  
Reduction in Cost per Conversion

Up to  
**23%**  
Improvement in campaign efficiency

## Designed to predict consumer behavior and reveal insights

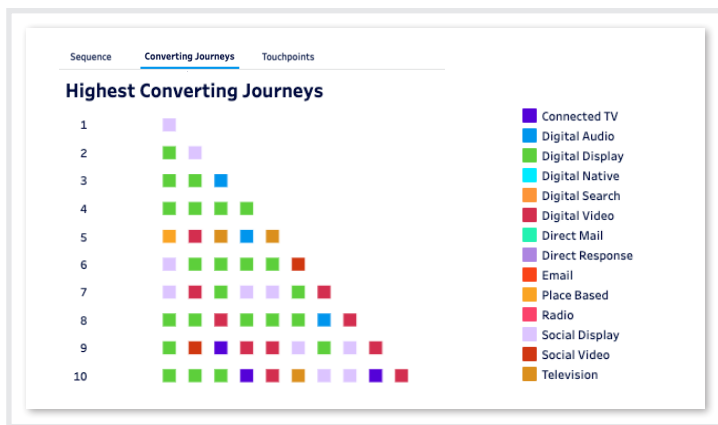
AIOS reverse-engineers customer shopping journeys to focus on business outcomes rather than solely the reach of channels. It doesn't require exhaustive data but extracts patterns from available information and fills gaps to improve predictions. The platform considers seasonality and economic conditions, recognizes repeated campaign exposure effects, and continuously adapts to empower effective customer engagement by marketing and sales teams.

# Base decisions on actionable recommendations



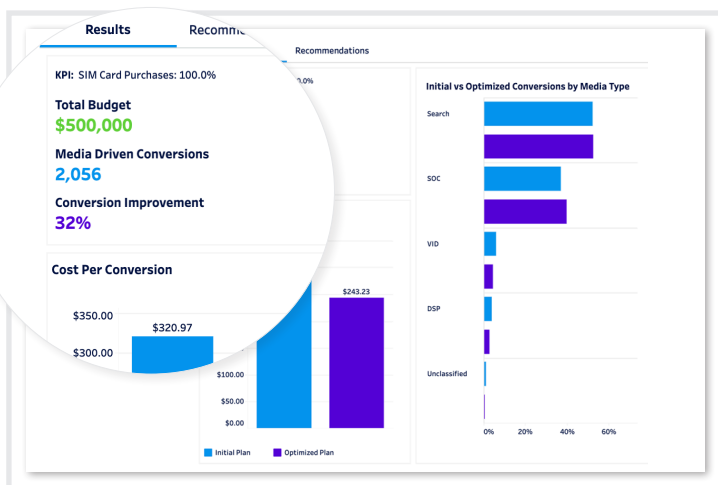
## Plan

- + Campaigns that resonate with your target audiences by understanding their communication and conversion patterns
- + With better spend allocation recommendations and projected conversions for your desired KPIs
- + By modeling multiple campaign scenarios simultaneously, tackling several KPIs at once from awareness to conversion



## Measure

- + With an uninterrupted view of the buyer journey across all digital platforms and offline channels with beautifully visualized touchpoint data
- + How customers are interacting with top, middle, and bottom of funnel content
- + Both contribution and attribution of media behind conversions in a way that's easy to understand



## Optimize

- + Opportunities to re-allocate spend and deliver incremental returns for in-flight campaigns
- + Your parameters (budget, timeline, etc.) to receive recommendations on where to spend your next dollar
- + By identifying granular optimizations at the channel, placement, creative or message level

Want to learn more?

Contact us

info@pluscompany.com

## About Plus Company

Plus Company, founded in 2021, is an entrepreneurial network of forward-thinking creative agencies, each bringing its own expertise and empowered by the collective capabilities of the network representing 15 countries in North America, Europe, the Middle East and Asia Pacific. Brought together by the unabashed belief that anything is possible, the unique partnership of and limitless drive of delivering creative magic fueled by an innate understanding of culture, technology, and data. Plus Company agency brands include: We Are Social and its partner practices Socialize, Hello, Kobe and Metta; fuseproject; All Inclusive Marketing (AIM), Aperture1, Camp Jefferson, Citizen Relations, Cossette, Cossette Media, Impact Research, Jungle Media, K72, Level Eleven, Magic Circle Workshop, Magnet, Mekanism, Middle Child, Munvo, PathIQ, Septième and The Narrative Group (TNG). Built on collaboration, not competition. Partners In Possibility.

