

# PROFIT FROM THE FUTURE

**FORECASTER**  
PREDICT. PERFORM. PROFIT.

# THE FUTURE IS FORECASTER

**Increase margins** by optimising against future campaign performance

**Forecast revenue** and set accurate budgets

**Synchronise online campaigns** with customer buying triggers like TV ads and weather

**Save time** with automated campaign management and reporting

**Easy to set up** and run within three weeks

**FORECASTER IS A MULTI-CHANNEL PERFORMANCE MARKETING PLATFORM FOR BUSINESSES THAT WANT TO INCREASE PROFITS FROM THEIR ONLINE MARKETING.**

With a powerful predictive analytics engine at its core, Forecaster analyses your performance marketing channels, learns from the market and studies how your customers behave. It then makes accurate decisions about where and when to invest your marketing budget across PPC, PLAs and Display to make the greatest profit.

Designed and built by Summit, Forecaster comes with the support of a team of world-class statisticians that help you fine tune the platform to get maximum performance.

**Forecaster works. It's already delivered over half a billion pounds of sales to the following retailers.**

**Argos**

**Capex right**

**HOBBS**  
LONDON

**BHS**

**HOMEBASE**

**habitat®**

**MADE™**

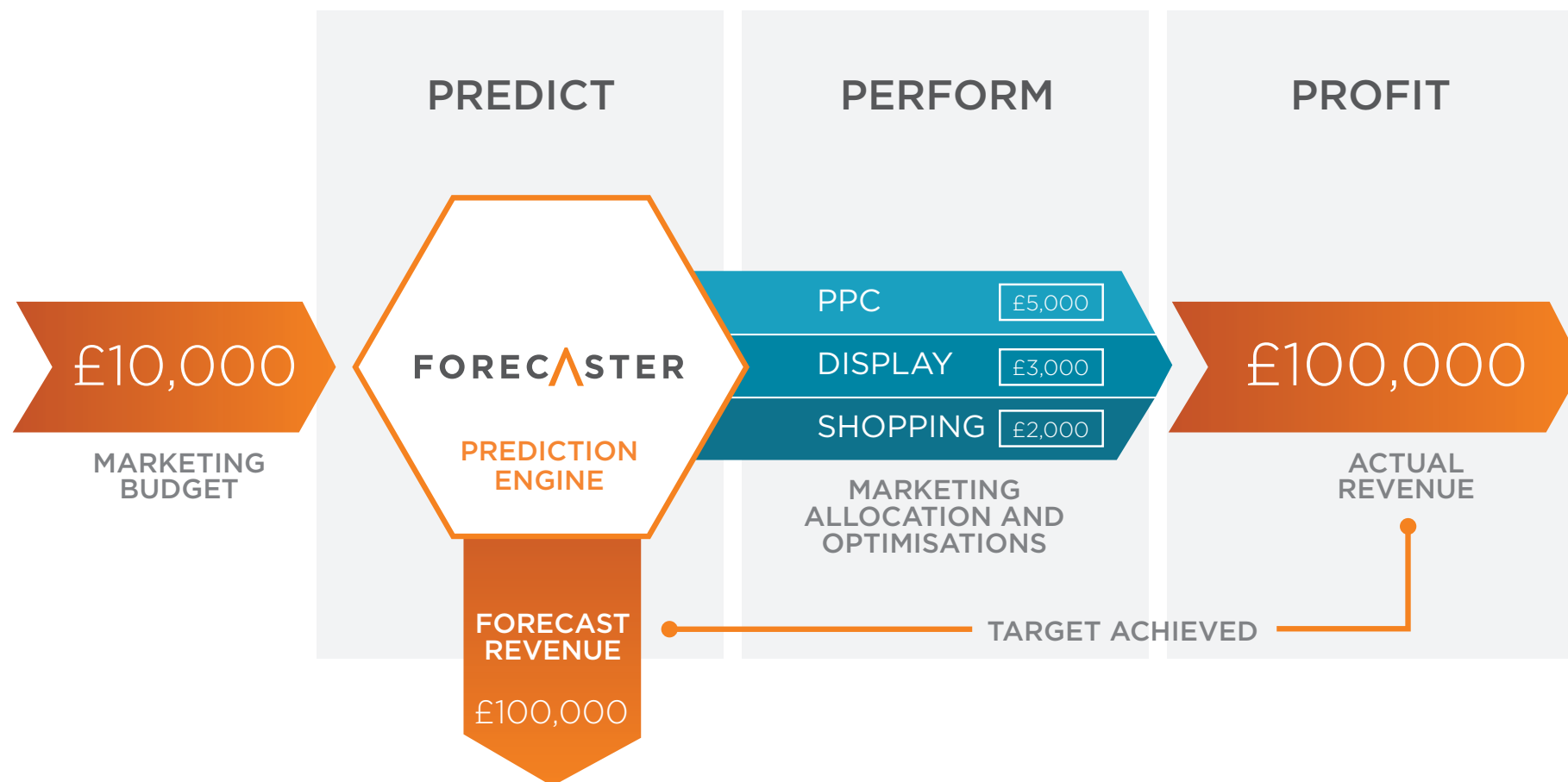
INCREASE YOUR MARGINS  
BY AN AVERAGE OF

30% 

# PROFIT THROUGH PREDICTION

WHETHER YOUR BUDGET IS £10,000 OR £10 MILLION, FORECASTER PROVIDES AN ACCURATE FORECAST OF WHAT REVENUE YOU CAN EXPECT FROM THAT INVESTMENT.

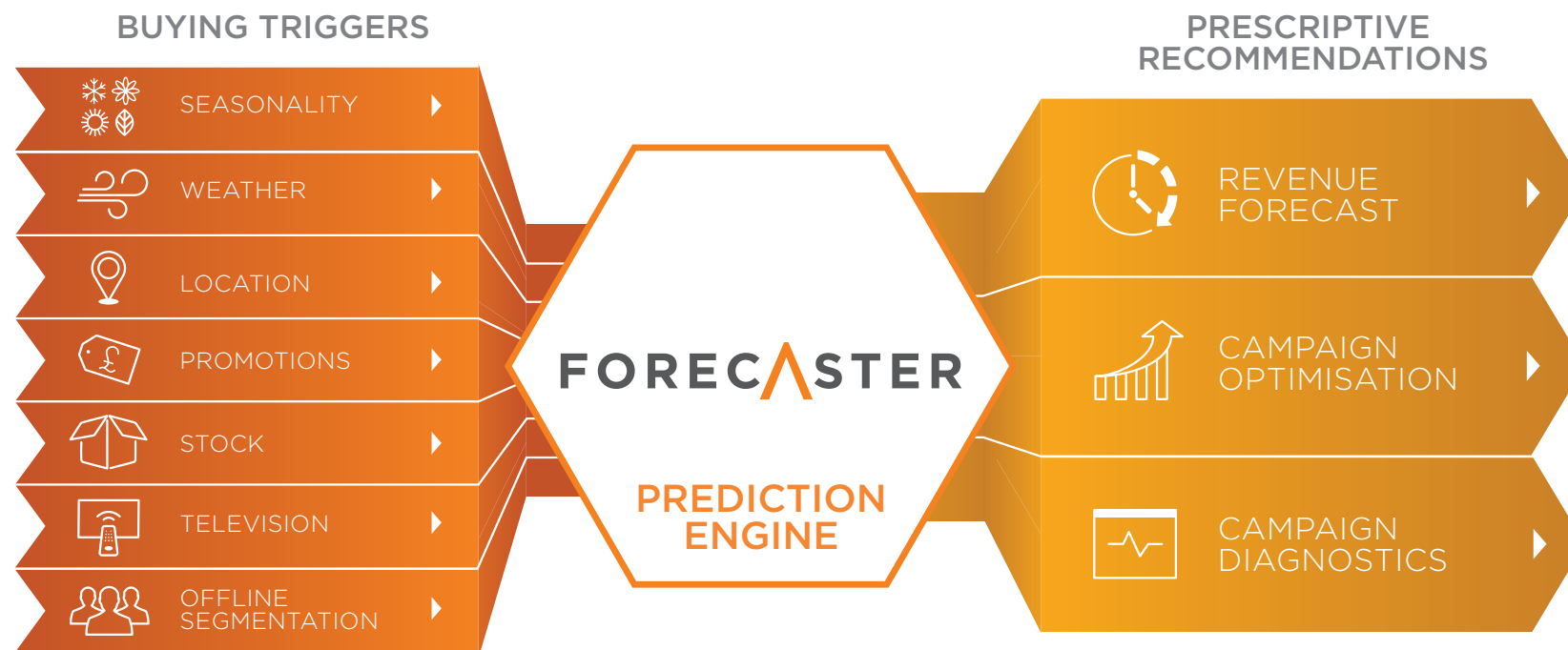
Forecaster understands exactly how to allocate budget across the three performance marketing channels to generate the greatest return. This forecast and budget allocation is supported by bid and campaign optimisation recommendations at product, creative and keyword level which are automatically executed.



# THE MOST ACCURATE FORECASTING ENGINE IN THE MARKET

## AT THE HEART OF FORECASTER LIES A POWERFUL PREDICTIVE ANALYTICS ENGINE.

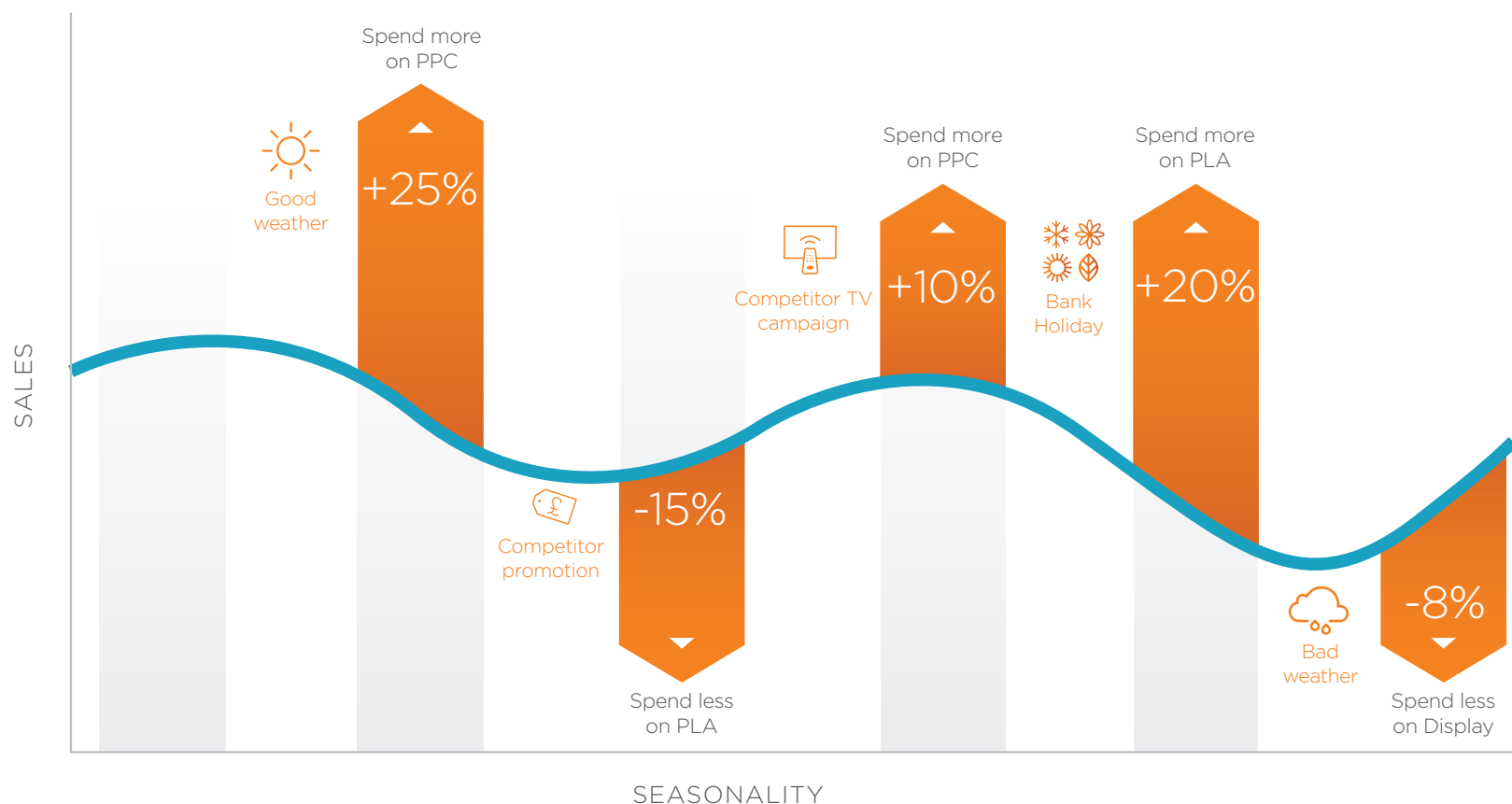
Forecaster analyses Google and historical sales data as a basis for modelling the most profitable channel and ad spend for each product. The predictive engine collects daily data on factors that influence customer behaviour including seasonality, weather, TV schedules, location, promotions, stock and offline segmentation. These factors are applied across your campaigns enabling Forecaster to predict the outcome of a sunny day or a competitor television advert and take the appropriate action. This data and associated optimisations can be tailored and applied across your international campaigns.



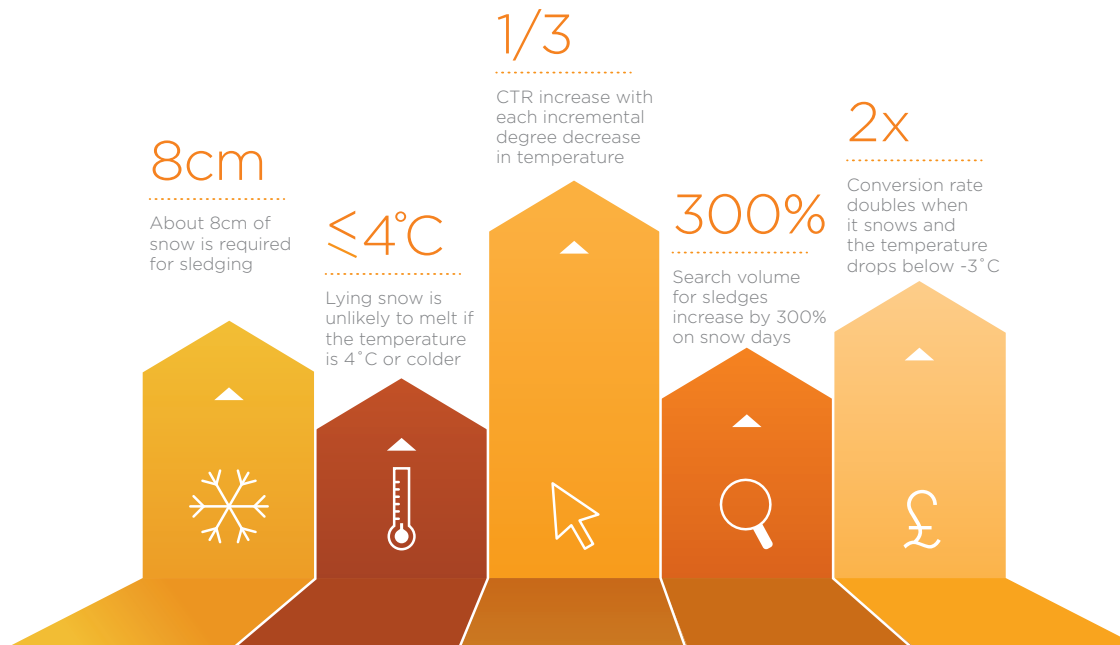
# PREDICT HOW YOUR CUSTOMERS WILL BEHAVE AND PROFIT

## FORECASTER IS ABLE TO MAXIMISE PROFITS WITH CERTAINTY.

It does this by understanding the influence of customer buying triggers on your marketing campaigns every day. Every customer purchase is influenced by many factors the most significant being seasonality, weather, promotions, stock and TV advertising. Forecaster analyses these factors each day, predicting how they will affect sales and re-setting budget allocation and optimisation accordingly across each marketing channel. Every outcome is observed and fed back into Forecaster's prediction engine, building accuracy and insights that are unique to your business.



# UNLOCK THE PROFITABILITY IN CUSTOMER BUYING TRIGGERS



## ALIGN WITH SEASONAL FORECASTING

Forecaster builds an accurate seasonal profile for every product and marketing channel, unique to your business. This ensures Forecaster knows when and where to spend the budget every week of the year, including understanding what's likely to happen around public holidays and most importantly the Christmas peak season.

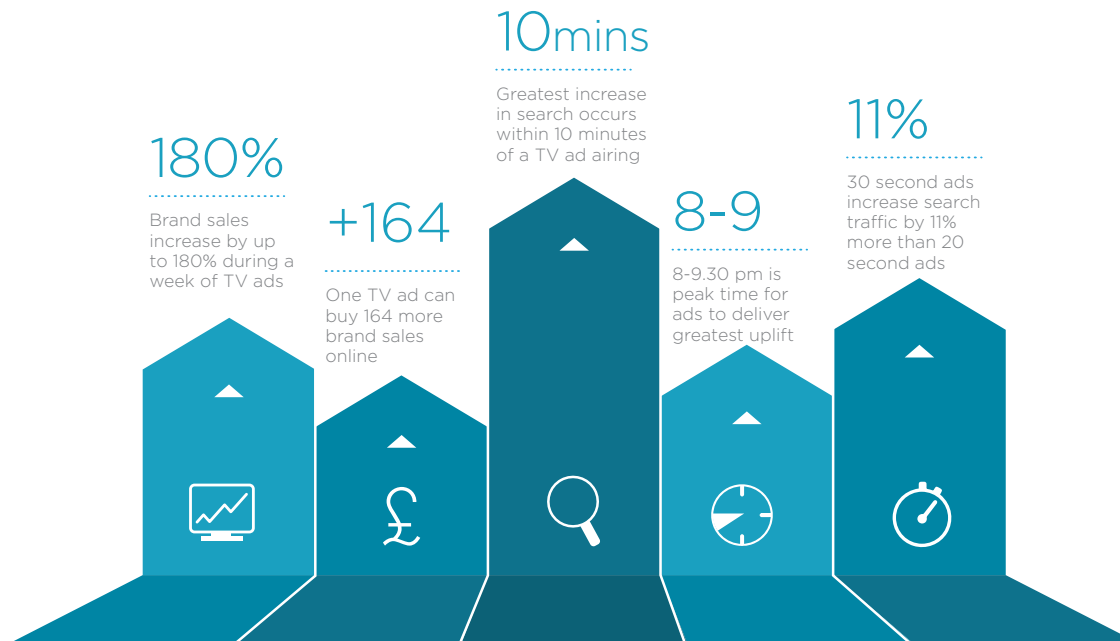


## TAKE ADVANTAGE OF WEATHER EVENTS

Forecaster learns how weather affects sales and marketing performance by analysing daily 10-day forecasts across the UK against sales performance. It maps weather related products, correlating their performance to weather and temperature differences. By understanding this relationship, Forecaster can predict overall sales performance by reviewing weekly forward-looking weather forecasts.



# CAPTALISE ON THE FACTORS THAT INFLUENCE PURCHASE



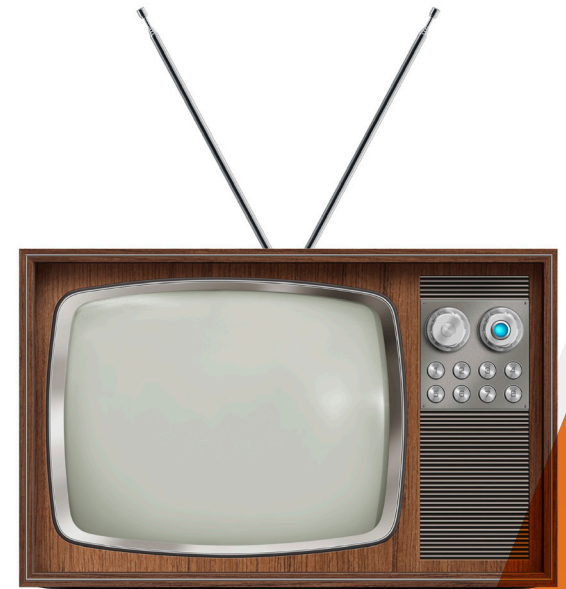
## OPTIMISE WITH REAL TIME CUSTOMER SEGMENTATION

Forecaster enables you to maximise profits by optimising marketing performance against customer segmentation as opposed to simply Cost Of Sale (a traditionally used metric). Aligning the sale of a product to the value of a customer, unlocks the true value of marketing investment, moving the value of the sale beyond simply the profit of a single sale.



## SYNCHRONISE WITH TV EVENTS

Forecaster monitors terrestrial and satellite TV channels in real time, identifying events such as TV adverts that are relevant to campaigns. Forecaster can launch digital marketing across search and display within seconds of a TV event occurring optimising the budget accordingly to generate the greatest return. This feature allows you to take advantage of both competitor and brand TV advertising. Forecaster also identifies the likely return from TV uplift enabling it to automatically plan and optimise digital advertising against TV schedules daily.



## INCREASE MARGINS BY OPTIMISING ONLINE MARKETING BUDGETS

Using predictive analytics and near real time data Forecaster provides the clarity and certainty to take the guesswork out of setting budgets and forecasting revenues. It helps you avoid bad decision making and plan campaigns based on highly reliable predicted outcomes, maximising marketing performance and resulting margin.

## TRADING INSIGHTS FOR THE BUSINESS

One of the most valuable outputs of Forecaster are the trading insights around customer behaviour and product performance. These insights are typically fed into your trading / merchandising teams to help them make better decisions about ranging, velocity of sale, product associating, purchasing and expected sales volumes.

## ACCURATELY PREDICT HOW MUCH REVENUE WILL BE GENERATED FROM A SET BUDGET

Your trading teams can more easily secure increased budgets and confidently invest these knowing the return they can expect to generate from the activity.

# TRANSFORM YOUR PERFORMANCE MARKETING

## SIMPLE TO SET UP AND MANAGE

Forecaster utilises sales and marketing data from standard tracking tags so there's no additional development or project work for eCommerce sites. Forecaster can be set up and improving the revenue from your campaigns within 3 weeks.

## AUTOMATED CAMPAIGN MANAGEMENT AND REPORTING

Forecaster provides detailed campaign optimisation recommendations to ensure optimum return for all performance media down to keyword or creative. It also diagnoses any problems from the day before so that these are resolved quickly.

## SUPPORT AND GUIDANCE

A PHD statistician works with you to ensure Forecaster is 'tuned' correctly into the specific behaviours of your accounts, whilst providing recommendations and advice to ensure you and your team get the most from the platform.

**FORECASTER**  
PREDICT. PERFORM. PROFIT.



# FORECASTER

PREDICT. PERFORM. PROFIT.

**DO YOU KNOW HOW MUCH MONEY YOU'LL MAKE TOMORROW? WE DO.**

Forecaster started out as an endeavour to answer the question we got asked on a daily basis by our online retail clients, "How much budget should I spend in which channel, and what return can I expect?"

Of course we'd been answering that question for years - with increasing levels of accuracy - as more data became available and as we learnt new analysis techniques and built better technology.

But we knew we could do better.

So we started investigating ways to use yesterday's data to accurately predict what would happen tomorrow. This led us to Durham University and the world of predictive analytics. Four years later and, having seen our clients' revenues from performance marketing transformed, we're making this 'crystal ball' available for the rest of the world.

**TO FIND OUT MORE GET IN TOUCH BY CALLING NADIA MURSAL ON  
01482 876 876 OR EMAILING [NADIA.MURSAL@SUMMITMEDIA.COM](mailto:NADIA.MURSAL@SUMMITMEDIA.COM)**