

## Who is Braingraph?

*We are a group of experts in digital data, behaviour and pattern analysis who are using state of the art profiling, modelling and tracking methods to analyse and predict business-relevant consumer behaviour metrics in order to maximise marketing effectiveness, revenue and growth*

## What is Braingraph offering?

*For our clients across all industries we are focusing on four key fields of business:*

- 1) **Using digital data to drive marketing effectiveness:** *We are providing data-led guidance to optimise digital marketing effectiveness and ensure the most efficient use and allocation of marketing budget*
- 2) **Unlocking new growth opportunities:** *We are providing digital marketing optimisation in preparation to critical business stages (new product / strategy development, critical expansion / internationalisation, preparation of buy-out)*
- 3) **Uncovering key insights for innovation and new business generation:** *We are providing essential digital support by delivering data and insights that help our clients to innovate with confidence and win new business with data led strategy and creativity*
- 4) **Undertaking special digital operations to answer bespoke questions:** *We are analysing our clients' sales, CRM, web or social data or benchmark it against their key competitors to answer a specific question or solve an individual business problem*

## How & to whom is it helpful?

*We are helping **international brands** optimise their marketing effectiveness across all digital touchpoints, supporting **SMEs and SMBs** grow by identifying new areas for expansion, working side by side with mid size as well as big **agencies** and brands to innovate and win new business - and are also happy to help **your company** solve any digital data problem that you might have. Our aim is to not just consult but solve the underlying problem of any digital data issue at hand.*

## How do we work?

*Our work is always guided by the following 4 principles - which have become the name of our digital innovation and new business generation department: A-U-R-I-S:*

- A: practically **applying science** in data analysis*
- U: building on real **understanding** of human behaviour*
- R: drilling down to the behavioural **root** of a problem*
- I: creating value through meaningful **insights***
- S: providing **sustainable solutions***

*All of these principles derive ultimately from our core value, to always work in the most human-centric way possible in order to honour both our clients' needs as well as the human character of their end consumers.*

## What do our products look like?

*Ultimately, we don't have ONE product as we don't believe in one size fits all. What we however offer and believe in is the minimum viable support to enable our clients to take control and master their own problems - which means that we rather offer a lean and effective service than overstaffing our projects. We aim to be a supportive specialist partner, not an extended work*

*bench. With this in mind we are offering short (48h), mid-term (one week), and long term (one month) projects that can be staffed according to the respective size and extent of a problem,*

- A) Core staff (1-2 specialists) @ £ 5k (short), £ 15k (mid-term), £ 30k (long term)*
- B) Core team (3-4 specialists) @ £ 10k (short), £ 25k (mid-term), £ 60k (long term)*
- C) Full team (5-10 specialists) @ £ 15k (short), £ 45k (mid-term), £ 100k (long term)*

How much does it cost and how long does it take?

*As outlined above, our products range from small, short engagements to solve urgent data questions to longer partnerships where we work side by side with our clients to resolve critical business problems that are responsible for suboptimal commercial and digital performance. We classify our projects into three categories with the following costs and time-lines:*

| <b>SCOPE</b>  | <b>PRICE</b>     | <b>DURATION</b>      |
|---|------------------|----------------------|
| <i>SMALL (core staff / core team, short-mid term)</i> | <i>£ 5-25k</i>   | <i>Up to 1 week</i>  |
| <i>MEDIUM (core team / full team, mid term)</i>       | <i>£ 25k-45k</i> | <i>Up to 2 weeks</i> |
| <i>LARGE (full team, mid-long term)</i>               | <i>£ 45-100k</i> | <i>Up to 1 month</i> |

*Longer partnerships and cooperations are possible but have to be discussed on an individual project basis. The same applies to specific product, developing and programming needs.*