



An introduction to agent3 and the insight3 platform

January 27th 2016





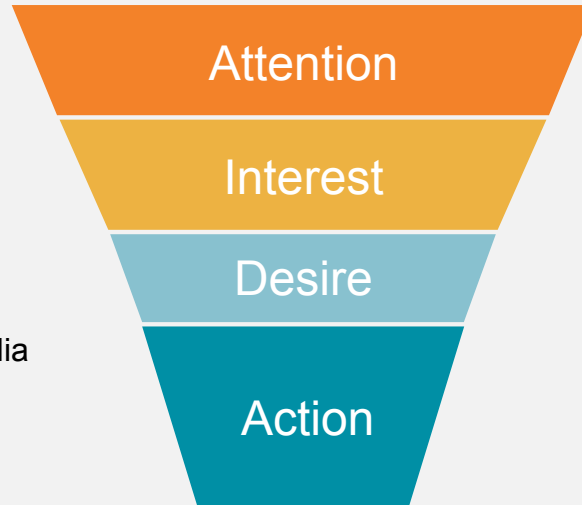
The world has changed - it's a buyer's world!

67%

of the time, buyers
decide to engage
digitally
(Sirius Decisions)

86%

of B2B IT/telecoms
buyers use social media
in the buying process
(IDG Connect)



70%

of the B2B buying cycle
is performed without
contact with a vendor
(Google)

89%

of CXOs say brand
perception moderately to
significantly influences
their decision - thought
leadership has a role
(Sirius Decisions)

Fact #1: Audiences don't need brands to help purchase decision

Fact #2: Brands need to understand the customer journey and connect and create content for each purchase stage

Fact #3: Brands need to adapt to the new reality



agent3

We help our customers manage huge amounts of digital data...

by creating key commercial insights...

that help them drive increased revenue...

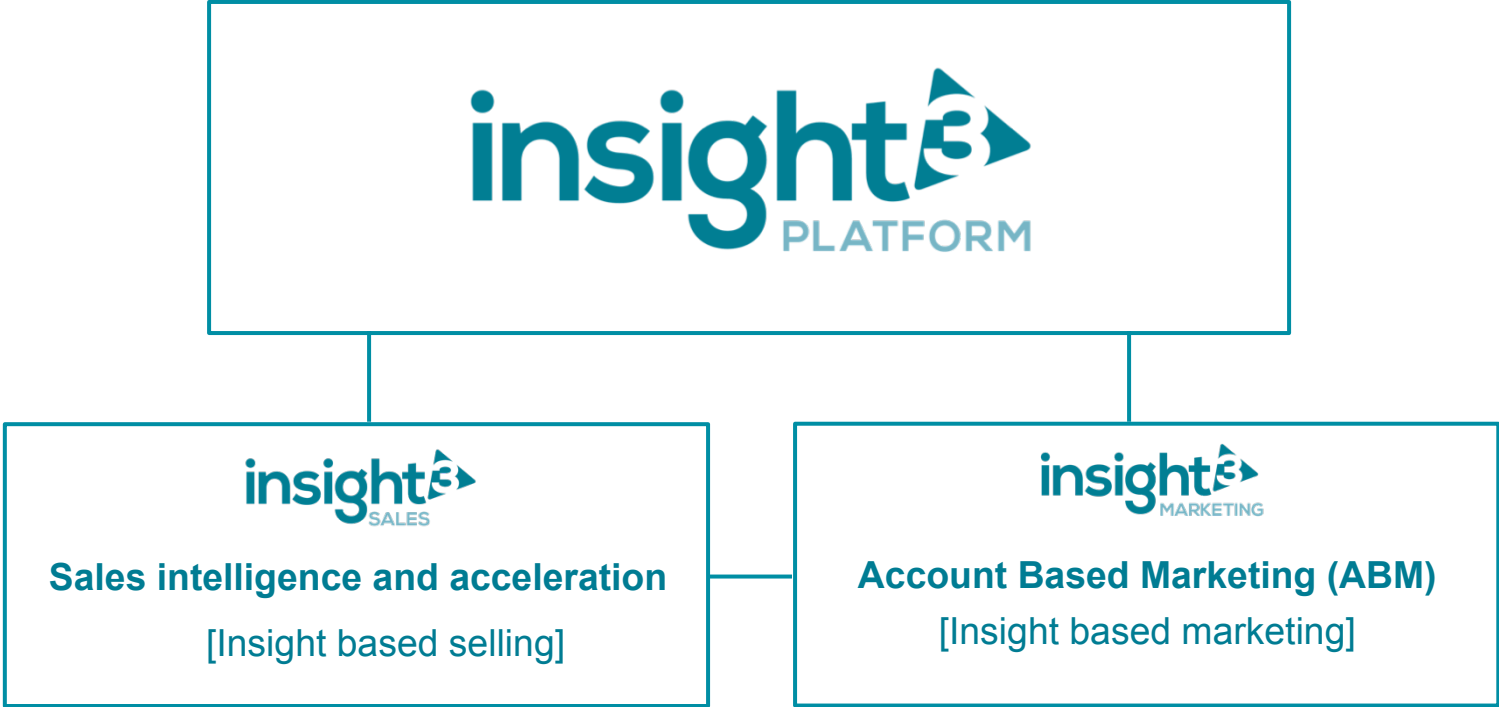




Facts and figures

- ▶ Founded in January 2013 by three senior members of Bite
- ▶ A mission to create a new type of business within N15 focused on delivering products and consultancy to help marketers solve the challenge of modern marketing (data, technology and content)
- ▶ Acquired Continuous Insight in February 2014 – 12 people and the Insight3 platform
- ▶ A broad range of large enterprise B2B customers including BT, CSC, Juniper, Medidata, Oracle and SAP
- ▶ 40 people operating from London, Ipswich, Sofia and San Francisco

the insight³ platform



insight³ Intent tracks your customer's intent **across.....**

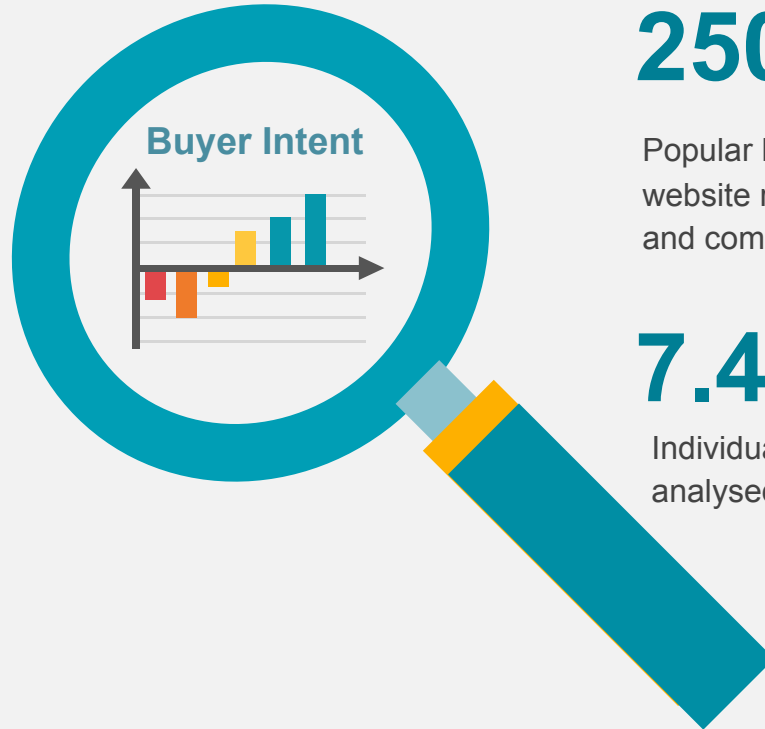


2600

B2B topics that your customers are researching

330

B2B categories that your customers are researching



2500

Popular B2B sites - tracking website registrations, cookies and company reverse IP

7.4 Billion

Individual interactions captured and analysed monthly





<https://vimeo.com/weareagent3/review/128254121/bc3930a334>





www.agent3.com

