

# Introduction to Planning-inc

24<sup>th</sup> June 2019



# About Us

## We are...

... a leading data marketing and technology agency.

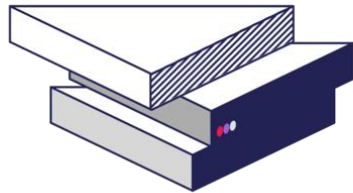
## We combine...

... data science and marketing expertise to transform how businesses talk to their customers.

## Our team...

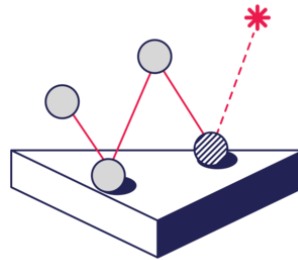
... 60+ analysts, programmers, developers, database engineers and marketers.

# What We Do



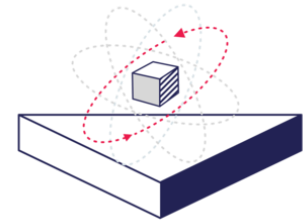
## DATA PLATFORMS

Expertly engineered and integrated data platforms



## MARTECH

AI-driven targeting and personalisation solutions



## DATA MARKETING 360<sup>o</sup>

Strategy, insight, planning and campaign delivery services.

# History of Planning-inc

2001

2007

Largely a one client business. Very strong technical capabilities, but traditional model.

2008

2013

Two client business and evolution of solutions, but limited growth – consistent £3m T/O .

2014

2018

Transformation and growth, T/O increase of 100% over 4 years, development of proprietary marketing technology.

2019

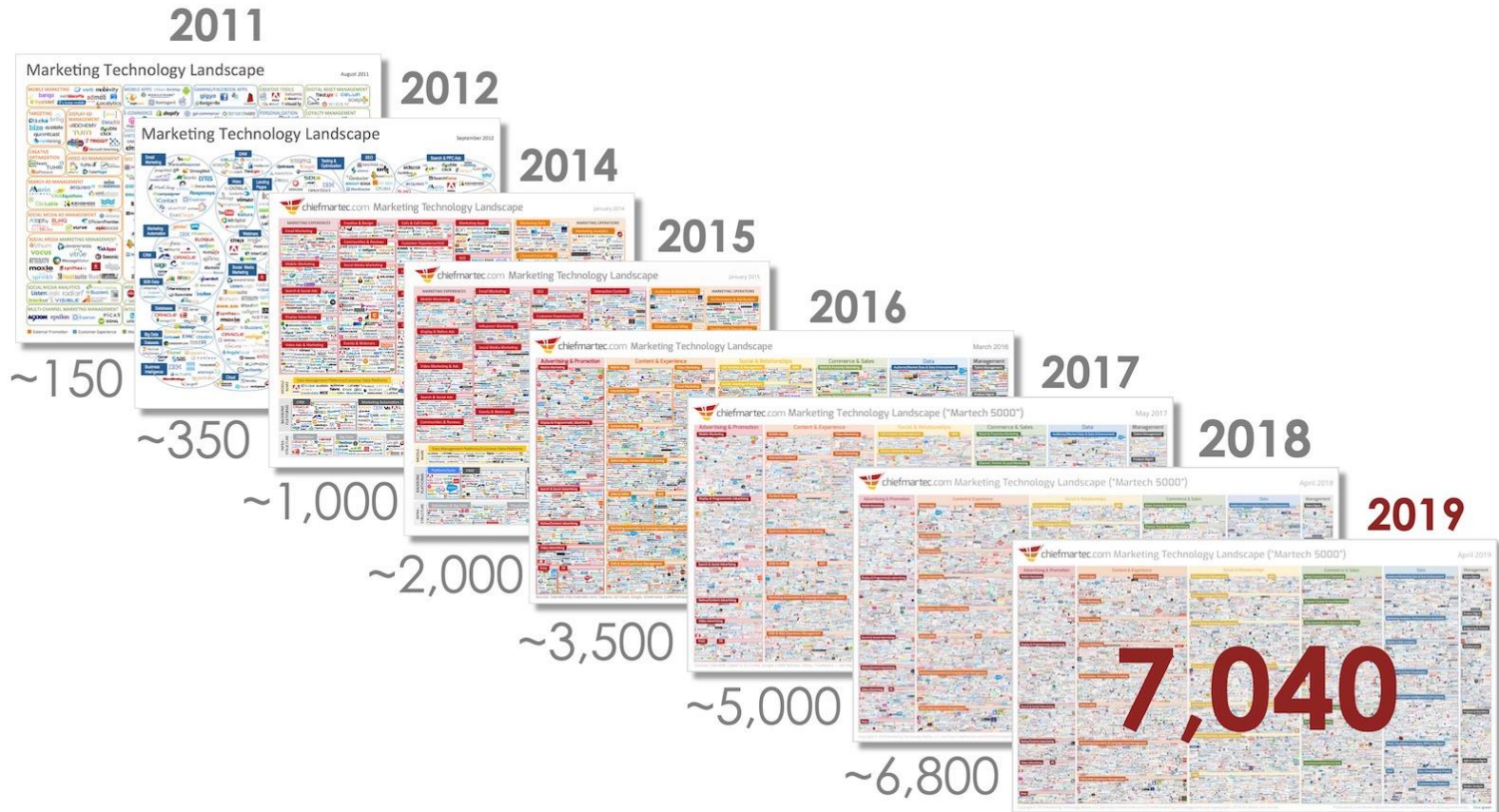
Acquisition by Next 15, opportunities for significant future growth based on more scalable offering.

# The Competition

*A technology business with increasingly productised solutions....  
but operating in a crowded landscape*

*Competing with traditional data-driven agencies, as well as a vast and expanding set of  
technology providers*

# Increasingly complex landscape



# Our Differentiators



People



Flexible Approach



Best-in Class Solutions



Agile and constantly evolving

# 2018 Financials

- £6.2m Turnover
- 57 employees



# Clients



*Client since 2007*

M&S

EST. 1884

*Client since 2013*

PREZZO

*Client since 2014*

halfords

*Client since 2015*



Three.co.uk

*Client since 2018*

NEW  
LOOK

*Client since 2017*



*Client since 2014*



Save the Children®

*Client since 2016*

habitat 

*Client since 2019*

IMMEDIATE  
MEDIA<sup>CO</sup>

*Client since 2017*

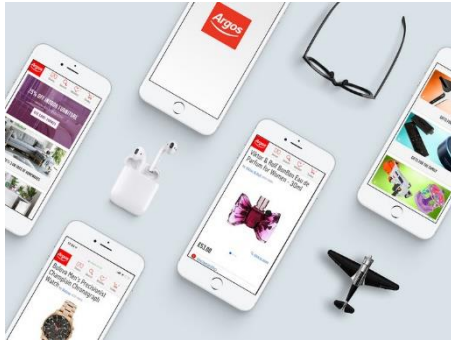


*Client since 2014*

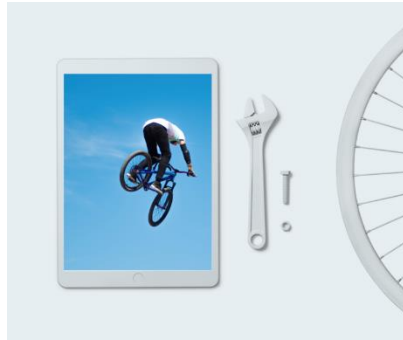
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*Client since 2018*

# Our Work: Data Platforms



**1** Argos  
360° Customer View



**2** Halfords  
Supporting Customer-centricity



**3** M&S  
Dynamic Campaign Platform  
Transforms M&S' direct marketing

# Martech – Contextual Marketing Platform



# Next 15 & The Future


- Demonstrable experience of helping tech and data focussed businesses scale
- Operational and synergistic opportunities through strength of the network
- Offer the guidance as we look to embark on next phase of journey; supporting with development of new business function and marketing plan
- Continuing development and evolution of innovative technology will continue to be key



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