



**GEEKS** *for*  
**GROWTH**

INFOGRAPHIC  
AND DATA  
COMMUNICATIONS  
PORTFOLIO





Modern Health

Udemy

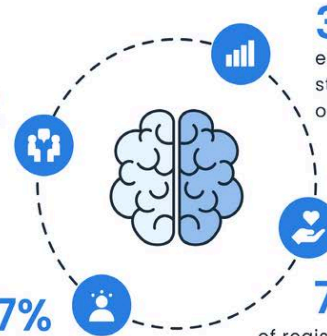
### Modern Health's personalized care and global reach calms COVID stress at Udemy

“We've gotten some feedback that's been truly heartwarming - people were already getting value out of Modern Health after just one month. Both as a benefits professional and as a human, that makes me so excited for what's to come.”

Emily Duff  
Global Benefits Manager

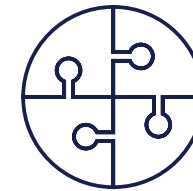
**60%** experienced clinical recovery after 4+ sessions with a Modern Health therapist.

**57%** have used 2+ modes of care.



**30%** employee utilization steadily increasing over time.

**77%** of registered employees have connected with care.



The world of work has changed.

## SO HAVE THE EXPECTATIONS OF WORKERS

Velocity Global

**110%** Increase in Revenue

**\$10** Increase in Revenue/Day

**\$520** Increase in Revenue/Stay

The Objective + Strategy

AtEase was tasked with helping to diversify their listing distribution channels to increase revenue. This was accomplished by establishing them as an approved property to host government and military personnel that are verified and validated when traveling for military or federal civil duty. With this certification, Vector Travel was able to access over 30 million federal employees, government contractors, military families, veterans, and more.

The Results

By working with AtEase, Vector Travel was able to increase their revenue by 110% with a \$10 per day increase and \$520 total stay increase.

About Vector Travels

Founded in 2018, Vector Travel was the first full-service tech-enabled multifamily hospital company to partner with multifamily companies. Vector Travel's property analytics and revenue management algorithms ensure best in class revenue performance for its clients across markets.



Case Study: Vector Travel  
**INCREASE YOUR REVENUE BY HOSTING OUR HEROES**

Our Value Points:

- Access an underutilized demographic
- Host qualified, vetted guests
- Consistently fill your rentals
- Prequalify your units for government and military use

Setting the Scene

Like many rental operators, Vector Travel utilized mainstream rental hosting platforms like Airbnb, VRBO, HomeAway, and Booking.com. However, these websites limit access to qualified guests. Additionally, they completely exclude a large demographic or military and government workers that are looking to use their relocation or travel stipends on their stay.

The Challenge

Vector Travel is a full-service, tech-enabled multifamily hospitality company. Their goal was to find alternative platforms to increase the number of short-term rental bookings and find more opportunities to host qualified, vetted guests.

atease

### Performance Driven By Enriched Data

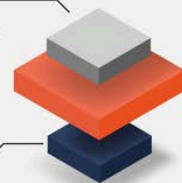
Providing access to enriched, shared live data versus third-party data with dead leads.

Client: **LogisticsOS**

Pre-Motive Metrics

**5%** Sales Readiness

**5%** 20% Assets & Content



**33%** Data & Lead Quality

Strategy + Roadmap

As is the case with many early-stage start-ups, the founders of LogisticsOS, a Y-Combinator company, were not equipped with sales or marketing experience. They also didn't have a sales team or marketing assets. They had an ICP in mind, but were unsure of fit. By working with Motive, we determined the correct ICP, sourced and enriched the correct leads, and created sales and marketing assets.

“

Motive helped us generate leads, implement sales strategies, hire the sales team - basically everything that we needed to build our own sales process. We have already benefited from a successful LinkedIn outreach campaign and received positive email responses. As a result, we've seen an increase in the number of customer meetings / demos scheduled.



Tiangang Song

Our Value-Adds

- Access to live data enriched real-time.
- Shared best-practices of venture exits.
- High-converting funnels so early-growth startups can run efficiently.
- CRM & Unit Economic Development for fundraising.

Motive's Impact



Data & Lead Quality before Motive



Data & Lead Quality with Motive

Results

By partnering with Motive, LogisticsOS booked ten demo sets within the first two months and converted their biggest value client.

Sales Velocity

**\$2/Day** Sales Velocity before Motive

**\$556/Day** Sales Velocity with Motive

\*sales velocity is calculated by: (Qualified Opportunity x Average Customer Lifetime Value x Conversion Rate) / Sales Cycle Length

Motive increased LogisticsOS sales velocity by:

1. Increasing the number of quality leads.
2. Increasing their conversion rate.
3. Decreasing the length of their sales cycle.



Let's Help You Grow

CATALATE

### Customer Support Our Agents. Your Brand.

Save time and improve operational efficiency with Cloud Store Customer Support as a Service. Acting as an extension of your team, we manage support for online ticket and pass sales, reducing your need to staff, train, and manage in-house staff.

With our specialized agents, you will...

- Increase sales and reduce refunds
- Reduce seasonal employment challenges
- Achieve cost-efficient support based on sales volume
- Maintain consistent service with no off days or lag times

Features & Benefits

- Pre & post-sales support
- Highly trained agents
- 7 day/week coverage
- 38 seconds average time to answer
- Phone, email & chat coverage
- Sophisticated contact center systems
- Seamless set-up and training
- Phone trees & email routing
- Customized contact reporting service

Cost Structure

\$1.25 fee per Cloud Store order  
\$150 monthly minimum  
\$500 setup fee (waived after 1000 orders)

With an average 90% Customer Satisfaction Score, Catalate ensures guest satisfaction and increase repeat visits.

# 56%

of U.S. workers say

## ADJUSTABLE WORKING HOURS & REMOTE WORK are a priority

Velocity Global



GEEKS FOR GROWTH  
PORTFOLIO



# ALTMAN SOLON CONSULTANCY

The purpose of Infographics was to highlight the quality of the consulting operations in Latin America (LATAM) of Altman Solon.



## LATIN AMERICAN EXPERIENCE



**20+** STRATEGIC  
ENGAGEMENTS



**20+** DUE DILIGENCE  
PROJECTS

<b>Mobile Tower Projects</b>	Spectrum Valuation, tower outsourcing, tower portfolio valuation
<b>Data Center Projects</b>	Expansion strategy, colocation market assessment, data center portfolio valuation
<b>Fiber Projects</b>	Subsea cable and multi-country systems, fiber-to-the-home expansion, network separation from service operations
<b>Corporate Projects</b>	Revenue growth, pricing and churn optimization, asset divestiture



**13+**  
Global  
Offices

The firm has been engaging with clients from various backgrounds for more than 20 years, conducting over 500 engagements annually in over 100 countries.



**400+**  
Consultants

Altman Solon currently employs over 400 Consultants spread across 13 global offices.

**10+**  
Years



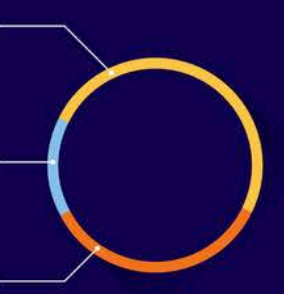
**500+**  
Annual  
Engagements

**40%**  
Strategy &  
Operations



**60%**  
M&A &  
Due Diligence

**50%**  
Telecom



**15%**  
Media

**35%**  
Technology

## HIGHLIGHTED SECTORS

- Telecommunications Sector
- Media Sector
- Technology Sector
- Private Equity Sector





**13** Global Offices

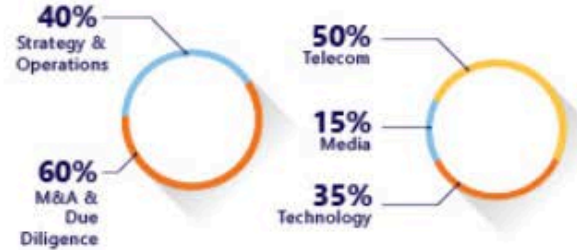
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**20+** Years

**500+** Annual Engagements



**Telecommunications**  
Served 7 of the top 10 global telecom operators

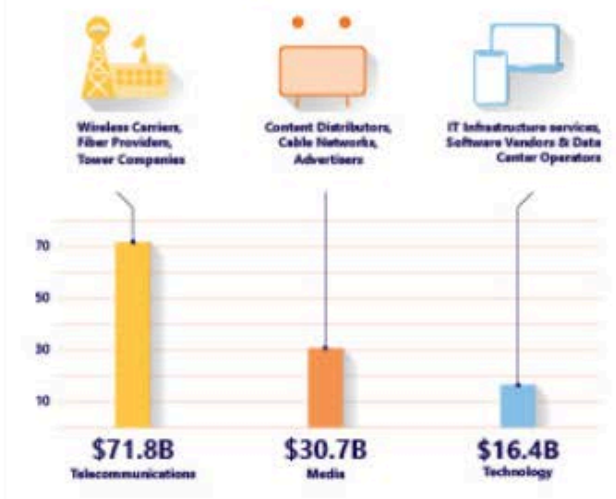
**Media**  
Served 4 of global top 10 media companies

**Private Equity**

**Technology**  
Served 5 of global top 10 technology providers

Altman Solon consults businesses and investors in the Telecommunications, Media, and Technology sectors on their go-to-market, operations, and capital markets strategy.

**LATAM Industry Size**



**Emerging TMT Trends in LATAM**

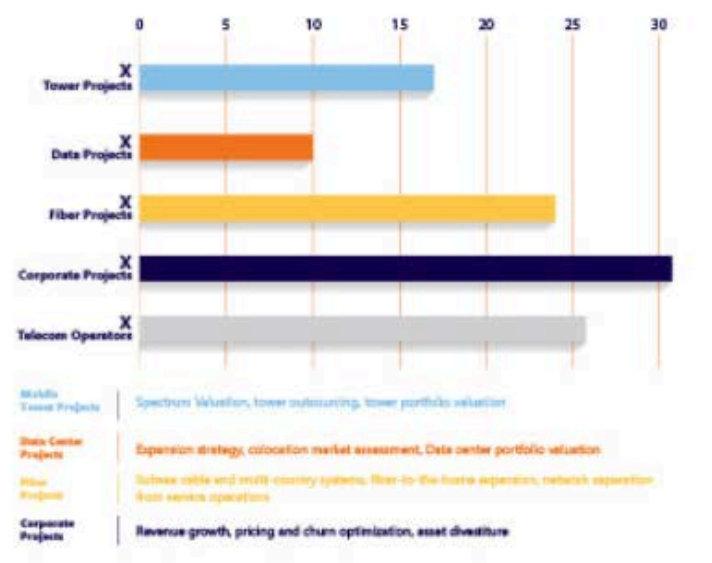


**Headquarters: Mexico City**

The Altman Solon LATAM team is comprised of 15 consultants based out of the firm's Mexico City office, along with access to a group of consultants that have experience working with clients in the LATAM markets.

**80+** Projects

**15+** Consultants



**Type of projects with corporations**

**Strategy**

- Customer-centric wireless data strategy
- Residential FTTH and HFC expansion and rollout
- OTT video opportunity assessment
- Data center go-to-market
- Market entry strategy through M&A
- Mobile money strategy
- Data center expansion
- "Warm welcome" strategy for incumbent

**Performance Improvement**

- Product and offer simplification
- Cost optimization and efficiency
- Customer lifecycle management improvement
- Churn management strategy
- Sales operating model optimization

**Impending 5G deployment**

- Multiple tower, data center and fiber due diligences
- Post-merger integration of wireless asset into pan-regional operator



# LATAM PROJECTS

Headquarters:  
**MEXICO CITY**

The Altman Solon LATAM team is comprised of 15 consultants based out of the firm's Mexico City office, along with access to a group of consultants that have experience working with clients in the LATAM markets.

**15+**  
Consultants



**80+**  
Projects

## Tipos de Proyectos



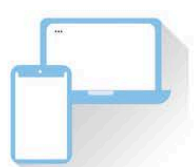
## LATAM Industry Size



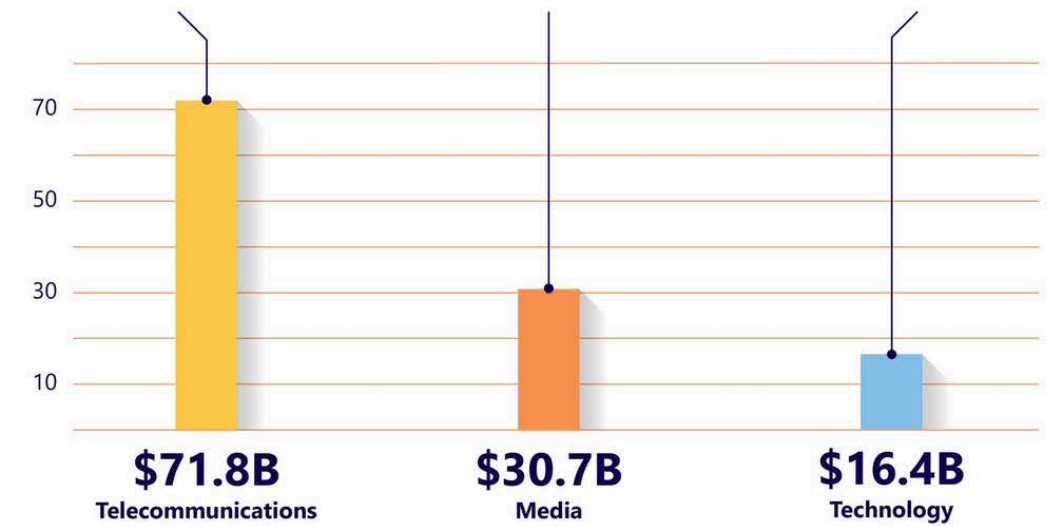
Wireless Carriers,  
Fiber Providers,  
Tower Companies



Content Distributors,  
Cable Networks,  
Advertisers



IT Infrastructure services,  
Software Vendors & Data  
Center Operators



## Emerging TMT Trends in LATAM



Data traffic  
explosion



Fiber infra-  
structure  
headroom



Impending  
5G  
deployment



Cloud adop-  
tion



Entrance of  
hyperscale  
data centers



Development of  
open fiber net-  
works

\*Markets: Mexico, Colombia, Chile, Argentina, Brazil  
Source: Market Line, Kagan, Gartner



## Modern Health

# MODERN HEALTH

Modern Health

eventbrite

A Traumatic Event Demanded a Focus on Mental Health, but Eventbrite Finds the Gains Are Lasting.



“These solutions really pay for themselves when you think about getting people to a good state of mental well-being where they can be their full selves at work.”

DAVID HANRAHAN  
CHIEF HR OFFICER

Modern Health

Modern Health helps Okta manage stress during rapid work-from-home enablement for 10,000 customers.



“In times of high stress, the practices that keep us mentally and emotionally grounded are often the first to go by the wayside. But that’s the time you need them most, and that’s the attitude we want our employees to adopt.”

Kristina Johnson  
Chief People Officer



okta

Modern Health's proactive solution replaced the antiquated EAP

Modern Health

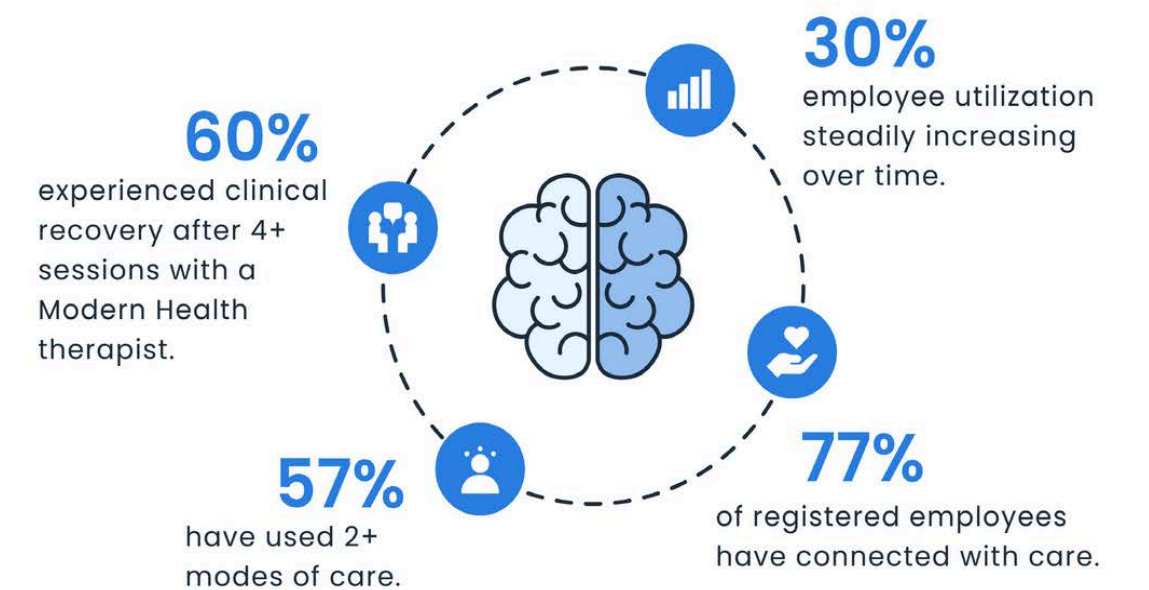
udemy

Modern Health's personalized care and global reach calms COVID stress at Udemy



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Emily Duff  
Global Benefits Manager





**Modern Health**

When COVID-19 hit, Zendesk offered immediate support to its 4K employees across the globe.

**27%** of employees used their benefits.

**75%** of registered employees connected with care.

**7,204** digital programs completed in first year.



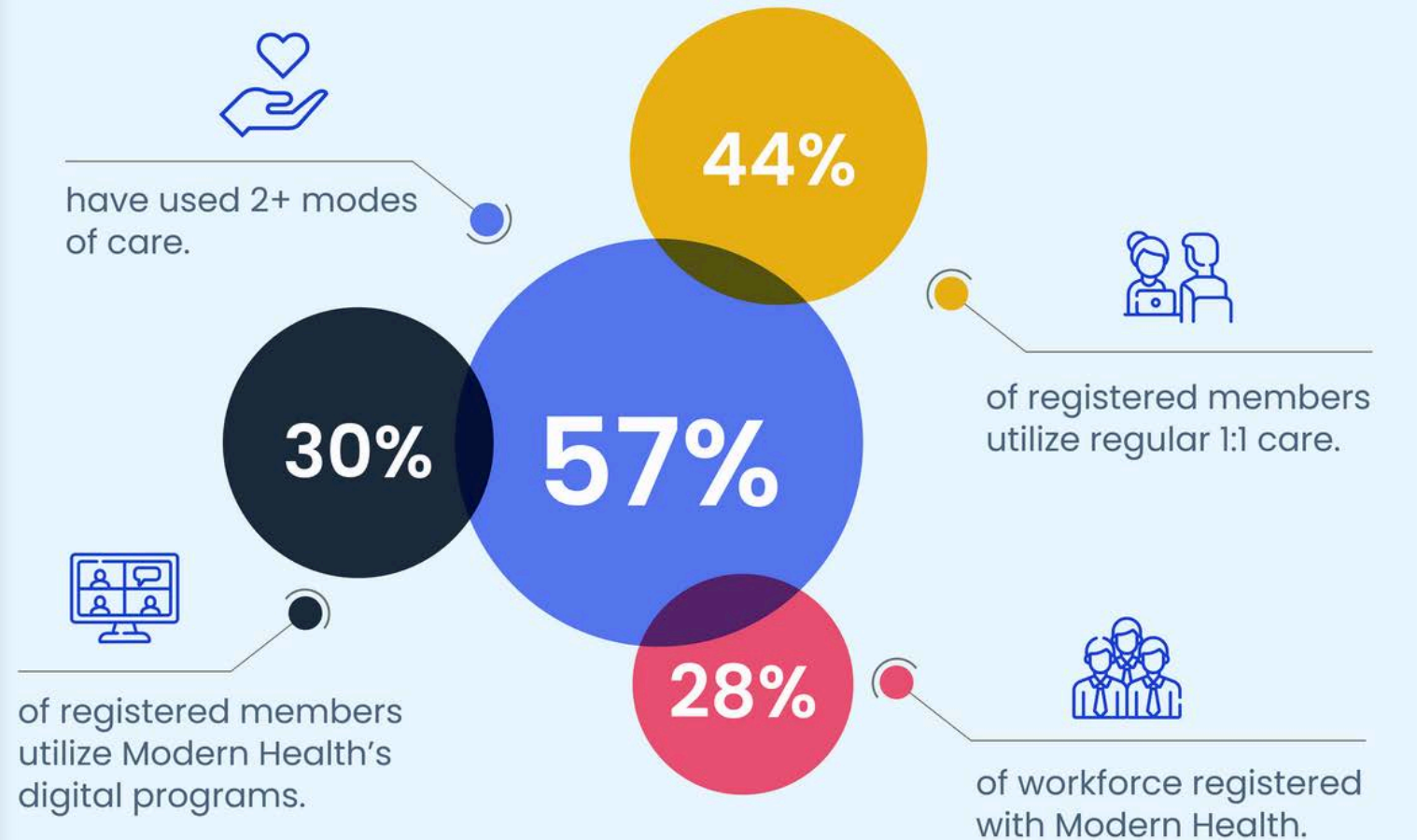
We've gotten so many messages thanking us for the benefit. Our employees are feeling supported and cared for, which is the very reason we're all here.

**Kristal Donahue**  
Senior Benefits Partner

**Modern Health**



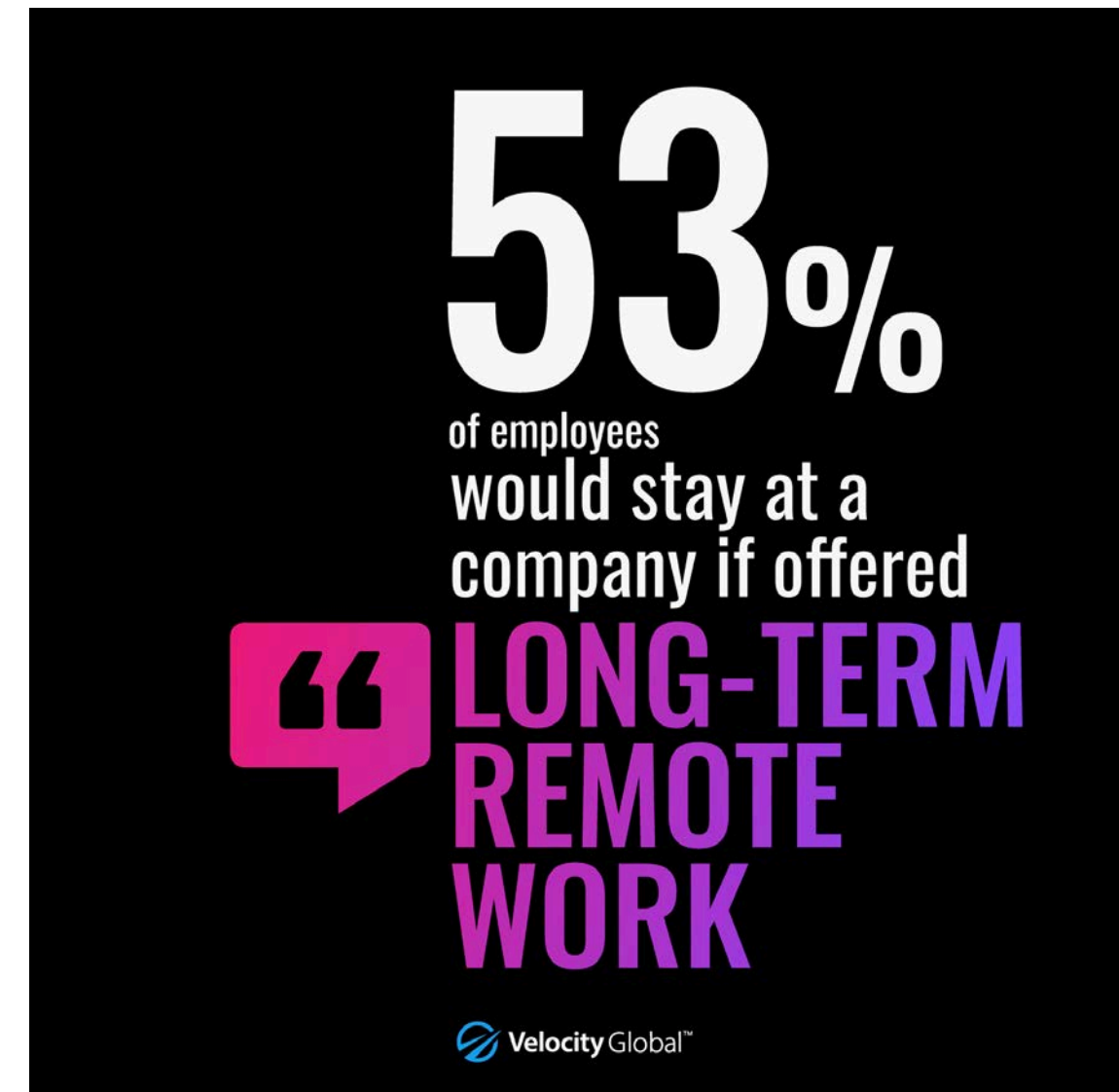
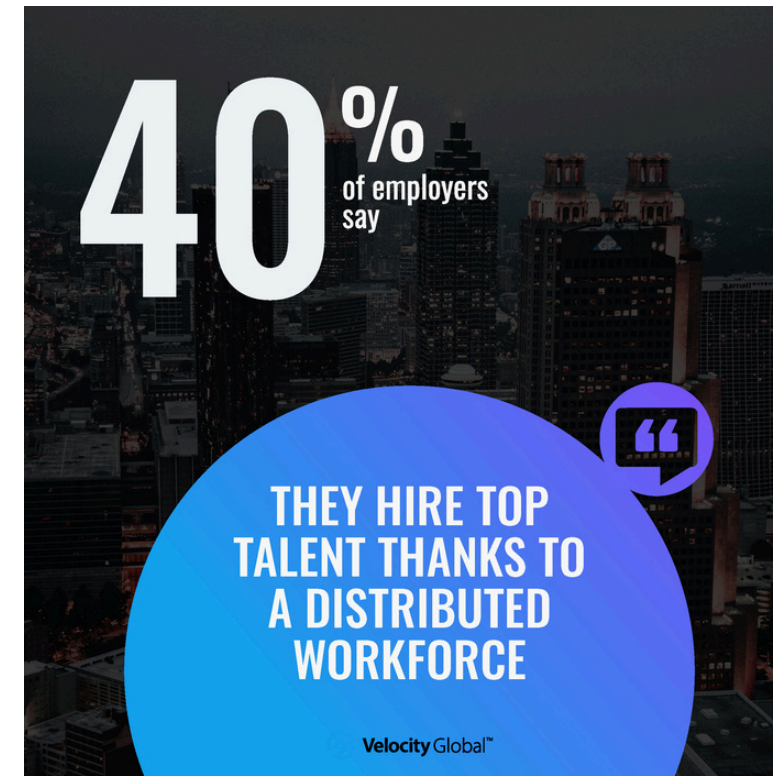
Modern Health Supports Marqeta Through Its IPO and Stressful World Events



Modern Health is now a destination at Marqeta and something our employees are all familiar with; I would call it an anchor of our well-being here.

**Geoffrey Valentine**, Global Benefits Manager





**VELOCITY  
GLOBAL**





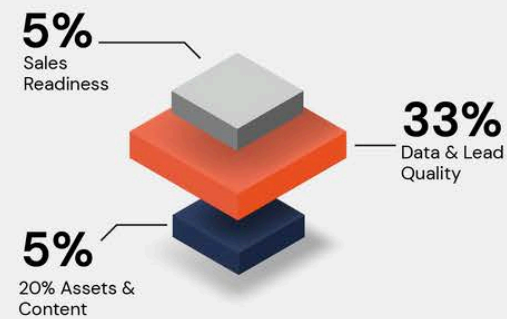
# MOTIVE DIGITAL

## Performance Driven By Enriched Data

Providing access to enriched, shared live data versus third-party data with dead leads.

Client:

### Pre-Motive Metrics



### Strategy + Roadmap

As is the case with many early-stage start-ups, the founders of LogisticsOS, a Y-Combinator company, were not equipped with sales or marketing experience. They also didn't have a sales team or marketing assets. They had an ICP in mind, but were unsure of fit. By working with Motive, we determined the correct ICP, sourced and enriched the correct leads, and created sales and marketing assets.



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**Tiangang Song**  
CEO of LogisticsOS

### Our Value-Adds

- Access to live data enriched real-time.
- Shared best-practices of venture exits.
- High-converting funnels so early-growth startups can run efficiently.
- CRM & Unit Economic Development for fundraising.

### Motive's Impact



### Results

By partnering with Motive, LogisticsOS booked ten demo sets within the first two months and converted their biggest value client.

### Sales Velocity



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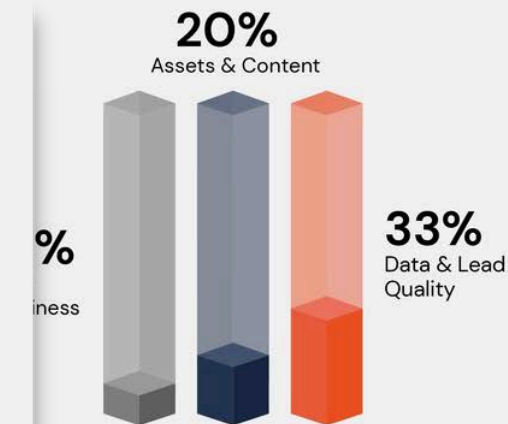
**Let's Help You Grow**  
**Lisa Lemon**  
lisalemon@motive.digital.ai  
Head of Growth and Account Management  
discovery@motive.digital.ai

## Performance Driven By Enriched Data

Providing access to enriched, shared live data versus third-party data with dead leads.

Client:

### Pre-Motive Metrics



### Strategy + Roadmap

When we partnered with Source, we noted they had a limited sales process in place. We worked with them to reshape their strategy during the pandemic. We identified new target cohorts and revamped their sales process.



One of my biggest pain-points was scaling my business. With Motive, we were able to create a repeatable and scalable sales process. We now train other salespeople, and not only did Motive help us with sales, but they also helped us with our internal process, which we needed.



**Nicole Schmidt**  
Founder of Source

### Our Value-Adds

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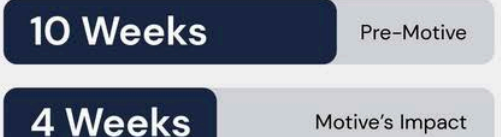
### Motive's Impact



### Results

By implementing Motive's enriched leads, Source saw a 50% increase in sales velocity within three months.

### Sale Cycle Length



**Let's Help You Grow**  
**Lisa Lemon**  
lisalemon@motive.digital.ai  
Head of Growth and Account Management  
discovery@motive.digital.ai





Well-designed presentation graphics, such as infographics, play a crucial role in a presentation's success. They help to visually communicate complex information and data in a clear, concise, and engaging way, making it easier for the audience to understand and remember the key points.

**110%** Increase in Revenue  
**\$10** Increase in Revenue/ Day  
**\$520** Increase in Revenue/ Stay

**The Objective + Strategy**  
AtEase was tasked with helping to diversify their listing distribution channels to increase revenue. This was accomplished by establishing them as an approved property to host government and military personnel that are verified and validated when travelling for military or federal civil duty. With this certification, Vector Travel was able to access over 30 million federal employees, government contractors, military families, veterans, and more.

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**Case Study: Vector Travel**  
**INCREASE YOUR REVENUE BY HOSTING OUR HEROES**

**Our Value Points:**

- Access an underutilized demographic
- Host qualified, vetted guests
- Consistently fill your rentals
- Prequalify your units for government and military use

**Setting the Scene**  
Like many rental operators, Vector Travel utilized mainstream rental hosting platforms like Airbnb, VRBO, HomeAway, and Booking.com. However, these websites limit access to qualified guests. Additionally, they completely exclude a large demographic or military and government workers that are looking to use their relocation or travel stipends on their stay

**The Challenge**  
Vector Travel is a full-service, tech-enabled multi-family hospitality company. Their goal was to find alternative platforms to increase the number of short-term rental bookings and find more opportunities to host qualified, vetted guests.

**Our Strategy**  
Rob was constantly torn between different sets of duties. On one side, he was handling the requests and controlling costs for his owners, and on the other side handling requests, complaints, and maintenance issues from tenants. He knew that there had to be another way to satisfy both without compromising on quality. Rob was a beta tester for SecondKeys, using them as his primary maintenance platform.

**Results**  
Within 6 months of implementing SecondKeys, Rob saw a 23% increase in maintenance savings using the SecondKeys Appliance Ticket Tracker— this translates to \$1300 in margins and \$16,500 in tenant retention and a 30% increase on maintenance tickets close rates. With the savings, he was able to show new investors the power of SecondKeys and expand his portfolio by three times the current number of units. Rob now has more time to focus on more business development-related tasks.

atease

**23%** Increase in Maintenance Savings  
**30%** Increase on Maintenance tickets Close Rates  
**\$16,500** in Tenant Retention

**GOALS SUMMARY**

- Wanted to improve relations with tenants, owners & vendors
- Wanted to increase his portfolio size to improve cash flow
- Wanted to increase the degree of business process automation

**CASE STUDY: ROBERT RUSSO**  
**Optimize Efficiency for Growth And Expansion**

**Our Value Points: Setting the Scene**  
Robert Russo started managing 20 units in order to spend more time with his family and start to create recurring income. Little did he expect the disorganized mess he was inheriting—with angry tenants, unsatisfied owners, and learning a completely new accounting system.

**Challenge**  
Robert served as both the property manager and the maintenance technician for over 20 units. Buildium was used to track maintenance and communicate with tenants, while Excel was used to track appliances, warranties, and create reports for the owners. Instead of using the platform, tenants would contact him by text or in person because the platform would not indicate whether a ticket was being worked on, and it would sometimes just close randomly without being finished. Since Robert had a smaller company, he had to pay extra to be on the platform, and he wasn't utilizing all the features. Additionally, he was still using QuickBooks since its accounting system was difficult to understand. Despite liking him, many of his owners would move to another property manager because they didn't receive enough reports from him.

**Our Strategy**  
Rob was constantly torn between different sets of duties. On one side, he was handling the requests and controlling costs for his owners, and on the other side handling requests, complaints, and maintenance issues from tenants. He knew that there had to be another way to satisfy both without compromising on quality. Rob was a beta tester for SecondKeys, using them as his primary maintenance platform.

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Visit us at:  
[www.secondkeys.com](http://www.secondkeys.com)

SecondKeys

# INFORMATION HEAVY INFOGRAPHS





**CATALATE**

**CATALATE**

## Pricing as a Service

Maximize potential revenue for every ticket sold online, every day of the season.

Catalate has developed successful advance purchase pricing strategies for hundreds of Partners across \$1 billion in online sales. Our strategies increase online ticket sales by selling the right product, at the right price, at the right time to ensure you are maximizing potential revenue for every ticket sold, every day of the season.

**Key Benefits:**

- Massive dataset built over 15+ years improves strategy
- Pricing automation reduces time spent on manual manipulations
- Informed strategy yields higher conversion rates
- Robust performance reporting to guide decision-making

**Our Process:**

Understand your objectives and needs → Develop a pricing strategy to meet your goals → Pricing implementation via API or Cloud Store → Ongoing analysis to optimize revenue

**Catalate offers the flexibility to choose a pricing model that works for your business**

Fully Automated Dynamic Pricing    Semi Automated Dynamic Pricing    Variable Pricing    Static Pricing

**The world leader in pricing strategy for resorts & attractions.**

Catalate | partners@catalate.com | www.catalate.com **CATALATE**

**CATALATE**

## Customer Support

### Our Agents. Your Brand.

Save time and improve operational efficiency with Cloud Store Customer Support as a Service. Acting as an extension of your team, we manage support for online ticket and pass sales, reducing your need to staff, train, and manage in-house staff.

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**Features & Benefits:**

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- 38 seconds average time to resolution
- Phone, email & chat coverage
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- Seamless set-up and training
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- Customized contact reporting

**Cost Structure**

\$1.25 fee per Cloud Store order  
\$150 monthly minimum  
\$500 setup fee (waived after 1000 orders)

**Cloud Store**  
Full service e-commerce solution

**Cloud store empowers you to:**

- GROW ONLINE REVENUE**  
Included in Cloud Store, our Pricing Services help partners maximize online revenue every day of the season.
- MAXIMIZE CONVERSION**  
A seamless journey from browsing to buying ensures improved conversion rates for more tickets sold online.
- support improve operations so you can focus on guest experience.**
- stack up against your competitors and how to boost revenue.**

**With an average 90% Customer Satisfaction Score, Catalate ensures guest satisfaction and increase repeat visits.**

**Maximize online sales with Catalate's Cloud Store:**

- Start Increasing Online Sales in Just Weeks
- Dynamic Pricing & Inventory Control
- Easy Set Up with No Dev Work Required
- Multiple Currencies & Languages
- Open Platform with APIs for Easy Integrations
- Daily Automated Payments
- Data Integrations
- Group & Timed Ticketing
- Season Pass Support & Payment Plans
- Capacity Management Tools
- Custom & Standard Reporting
- Fully PCI DSS 3.2 Compliant

**Catalate can show you how to increase revenue and advanced bookings online.**

Catalate | partners@catalate.com | www.catalate.com **CATALATE**





# QUADRILLION

 **Quadrillion**  
PARTNERS

## We can help you **navigate** growth's great pause



- Lean Out Your Critical Processes**  
Activity Analysis involves understanding and improving the steps in delivering products/services, similar to planning a road trip, to enhance the customer experience.
- Harness Cutting Edge AI & Software**  
Automating tasks saves time and money, while low-code tools like Bubble.io simplify web development. Process automation and clean data integration improve efficiency.
- Upskill Your Team**  
CEOs must evaluate new team members like planning a road trip, assessing skills, outsourcing specialized tasks, and enhancing team capabilities for positive impact.
- Speed Up Your Supply Chain**  
Evaluating new team members' impact is crucial for CEOs. Assess skills, outsource specialized tasks for cost efficiency, and enhance team capabilities.



- Simulate to Reimagine Your Company**  
Lean process improvement streamlines operations, improves productivity, and reduces costs by eliminating waste and non-value-adding elements within a three-month timeframe.
- Reduce Your Procured Spending**  
Procurement is essential for businesses to save costs, consolidate suppliers, negotiate better prices, streamline operations, and enhance competitiveness.
- Reorganize to Improve Decision Making**  
Spans and Layers analysis helps organizations optimize management levels and spans of control for efficiency, empowerment, and coordination.

**Ready to Boost Your Bottom Line?  
Let's Connect Today**

Cost reduction in business requires strategic and efficient operations rather than haphazard expense cutting. Tools such as activity analysis, automation, and operational efficiency can bring substantial benefits like streamlined processes and improved customer satisfaction. Strategic cost optimization involves choosing the right tools, adapting to change, and viewing it as an opportunity for innovation and competitive advantage in the ever-evolving business landscape. These strategic decisions will determine the success of a business.

George Stelling | [gstelling@quadrillionpartners.com](mailto:gstelling@quadrillionpartners.com)  
Senior Partner | +1-650-678-1887 - mobile

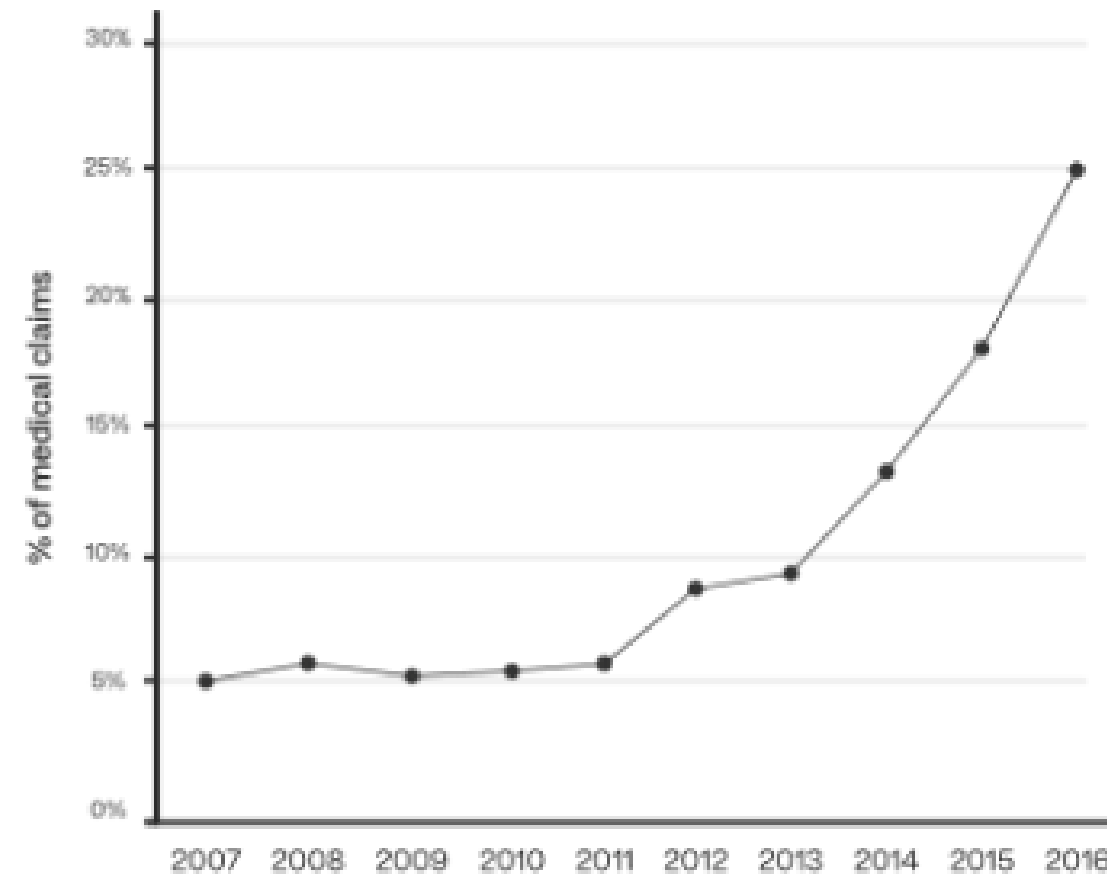
 **Quadrillion**  
PARTNERS

Contact us to learn more at  
**+1 (214) 301-5000**

[www.quadrillionpartners.com](http://www.quadrillionpartners.com)  
[ourtrackrecord@quadrillionpartners.com](mailto:ourtrackrecord@quadrillionpartners.com)

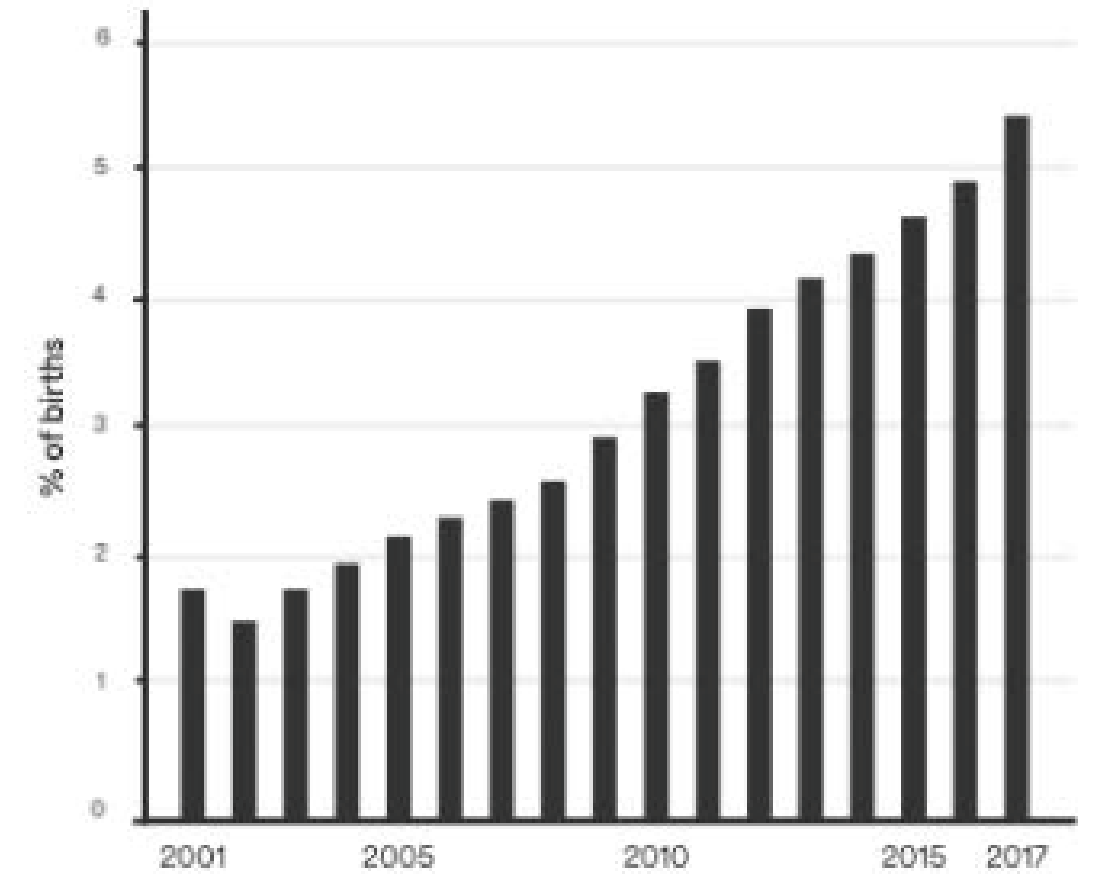


## Peanut Anaphylactic Reactions



Source: FAIR Health

## Peanut allergy incidence

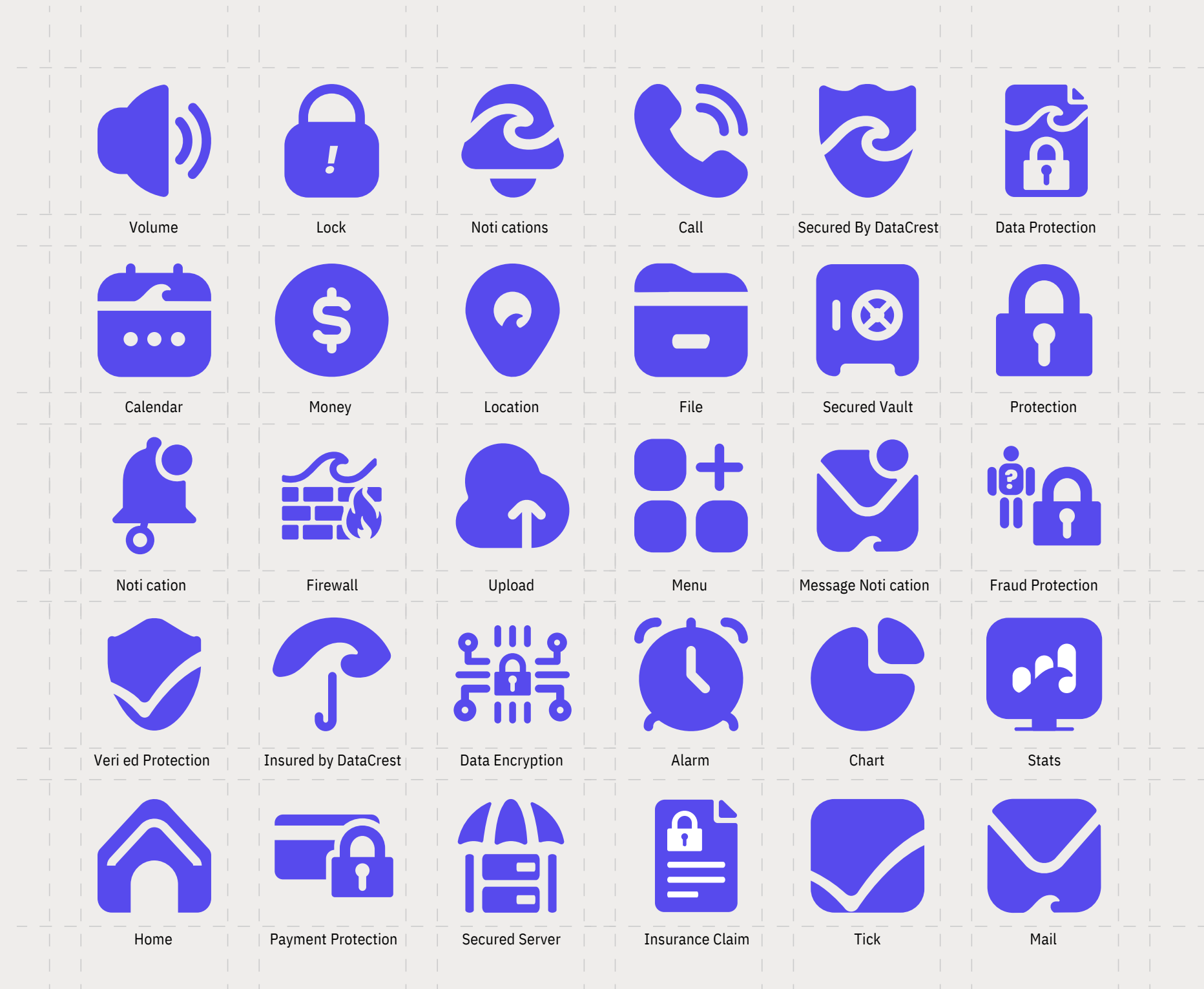


Source: Motosue et al, Ann Allg, Asthma & Immun (2018)





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# AFFLUENT

The presentation includes several slides with the following content:

- Sales Process:** A flowchart with icons for Understand, Outset How you can Help, Overcome Objections, Quality, Bring Value, and Ask for the Sale.
- Maslow's Hierarchy of Needs:** A pyramid diagram with five levels: 01 Self-Actualization, 02 Esteem, 03 Love and Belonging, 04 Safety Needs, and 05 Physiological Needs.
- Emotional State / Time:** A graph showing five phases: Phase 1 (Unfamiliar Optimism), Phase 2 (Informed Pessimism), Phase 3 (Valley of Despair), Phase 4 (Informed Optimism), and Phase 5 (Success & Fulfillment).
- Triangle Diagram of High Performance:** A triangle with vertices labeled 'Performance Result', 'Personal Growth', and 'Collective Work Products', with internal labels for 'Accountability', 'Commitment', and 'Skill'.
- Personality Traits of a Pioneer:** A circular diagram with a central figure and surrounding traits like 'Inventive', 'Visionary', 'Risk-taking', etc.
- Eisenhower Matrix:** A 2x2 matrix with 'Importance' on the y-axis and 'Urgency' on the x-axis. Quadrants are labeled 'Do' (Important and urgent), 'Delegate' (Not important but urgent), and 'Do Not Do'.
- Branded ad Platform Table:**

Platform	Best for	Suitable niches	Average ROI
Google's Ads	Targeting high-intent audience across searching for their products or services	Local services (eg. restaurants, grocers), Real estate, B2B and e-commerce B2B services	On average, businesses report a return of around 200%, but this can be significantly higher with a well-optimized campaign
Facebook	Businesses with diverse target audiences looking to leverage detailed targeting options	E-commerce, B2C, and new Equity Local businesses. Products appealing to 18-34yo, older audiences	Static ROI with an average ranging between 200% and 600% depending on the campaign and industry
Instagram	Targeting those who rely heavily on visual content and need to connect with a younger, visually-focused audience	Fashion, apparel, Beauty, Lifestyle, Travel, Businesses with visually appealing products/services	The visual nature of Instagram makes it super effective for products where aesthetics play a big role. Average ROI between 200% and 600% but potential for much more depending on the campaign and product
TikTok	Engaging with younger demographics and capturing on creative, short-form video content	Fashion, apparel, Beauty, Entertainment, Products appealing to younger audiences	ROI averages range from 100% to 300%, again with potential for much higher depending on campaign and product
Youtube	Reaching a very diverse audience, engaging with video content	Tutorial-based products, Tech gadgets, Lifestyle products, Appealing to younger markets (eg. for consumers)	YouTube delivers strong results, between 100% and 500%, especially when competing content is used



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12PM  
TO  
4PM

**Discussion topics to anticipate:**  
Policy Admin System | Agency Management  
Systems | CRMs credit scores | Property  
records/imagery | Vehicle records NAICS codes  
Fire Risk | Flood Risk

The graphic features several icons: a shield with a checkmark, a document with a padlock, a building, and an umbrella. The background is a dark blue grid with scattered white and blue dots.



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# CONTACT US



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IF YOU HAVE ANY QUESTIONS REGARDING THE  
BRAND OR THE GUIDELINES, PLEASE CONTACT:  
**[SALES@GEEKSFORGROWTH.COM](mailto:SALES@GEEKSFORGROWTH.COM)**





THANK YOU