## Differentiate Your Pitches To Win More New Business.

Winning new business means showing your clients that you can bring the voice of their consumers to life in compelling creative. During pitch time, you have to get to know those consumers at warp speed. With Vennli's software platform, you get smarter insights and faster data – which means better creative.

Vennli works with you to focus on the choice that is central to the pitch. We integrate key market segments and buyer personas, and provide current data to build and refine your strategy.

With Vennli, imagine in your first meeting:

- Presenting category drivers for their brand and competition
- Showing segment differentiation – what's important and what's not
- Observations that are fully quantified
- Informed and insightful strategic discussion
- Coming into the room with hundreds of live customer conversations

We can work with your team to get months worth of understanding and insight in a matter of days.
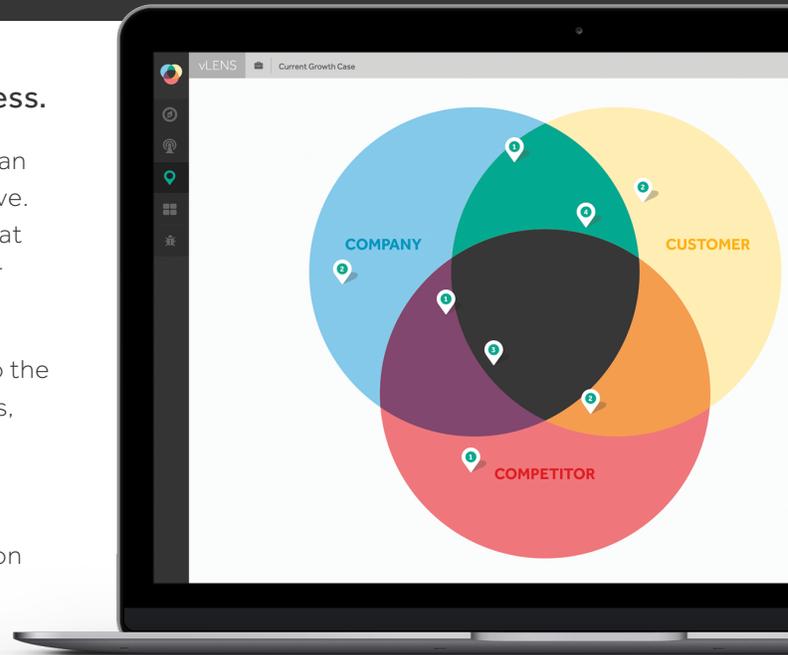
HOW IT WORKS

RESEARCH EXPERTISE
Tap into our experts to create survey questions for clever insights that no other team will have.

REAL-TIME CONSUMER DATA
We recruit high quality targets in real time, with plenty of time for your team to react.

POWERFUL SOFTWARE
The Vennli software platform visualizes and segments the data, with preset functionality that lets you skip the spreadsheets.

IMPACT NEW CREATIVE
Use new insights to drive creative execution. Continuously gain new insights to impact additional campaign work and identify new opportunities.
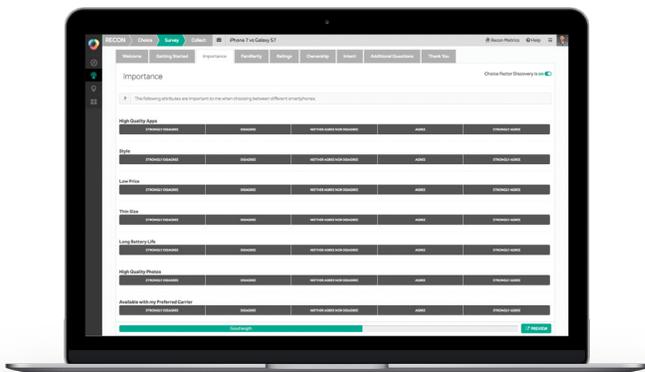
THE VENNLI PLATFORM

Vennli is a subscription service. The engine behind it is a cloud-based software platform that provides always-on access to data and powerful analytics. Our visualizations are intuitive, with speedy presets that yield impressive amounts of intel. To design the studies, our Choice Research Experts will combine the information you already have, curiosities from your team, and our significant market research knowledge to quickly produce custom surveys and smart segmentations that drive your creative process.

THE VENNLI APPROACH

1 We ask a selected group of consumers whether certain factors are important to them when considering a particular choice, such as buying a smartphone.

2 We then ask whether they associate competitors with those same factors, like "high durability," or "long battery life."

By mapping these factors as numbered pins on the vLens diagram, it shows how the competitors are differentiated on factors that are of High, Medium, or Low Importance. In this instance, when looking at the Millennials segment, there were certain factors that landed in Samsung's green zone.

SAMSUNG GALAXY S7 EDGE

MILLENIALS
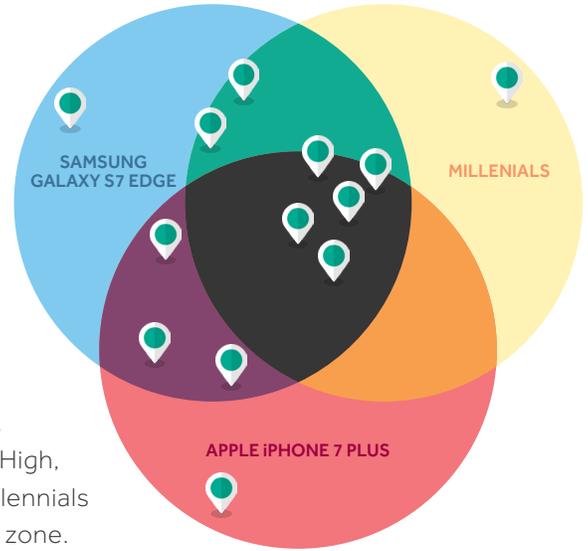
APPLE iPHONE 7 PLUS

Samsung Galaxy S7 edge vs. Apple iPhone 7 Plus

	High durability	Long battery life	Water resistance	Compatible with my existing headphones	Supports a virtual reality headset
Millenial Women (n=122)	H^1	H^2	M^{12}	L^{13}	L^{18}
Millenial Men (n=168)	H^3	H^1	L^{13}	M^{10}	L^{17}

In digging deeper into the Heat Map, there were meaningful differences between Millennial Men and Millennial Women.

Recent advertisements for both phones, which focused on water resistance, could potentially see more organic growth if they were instead focused on durability.

DRIVE NEW BUSINESS

Visualizing the competitive landscape from the consumer's point-of-view on the Vennli software platform gives your agency unprecedented visibility into the drivers of consumer choice.

Quickly and easily access insights into what really matters to different consumer segments. Discover untapped opportunities for consumers. With these rich insights at your fingertips, your team will have a corresponding edge over other agencies. Watch your win rate climb as clients lean forward to see their customers — and themselves — in your pitch.

> *Vennli helps us identify market opportunities for our client organizations to grow. The visualization of data allows us to move quickly from interpretation to action with our clients.*
> – HEATHER SCHOEGLER, PRESIDENT AND FOUNDER, AUGUSTUS ADVISORS