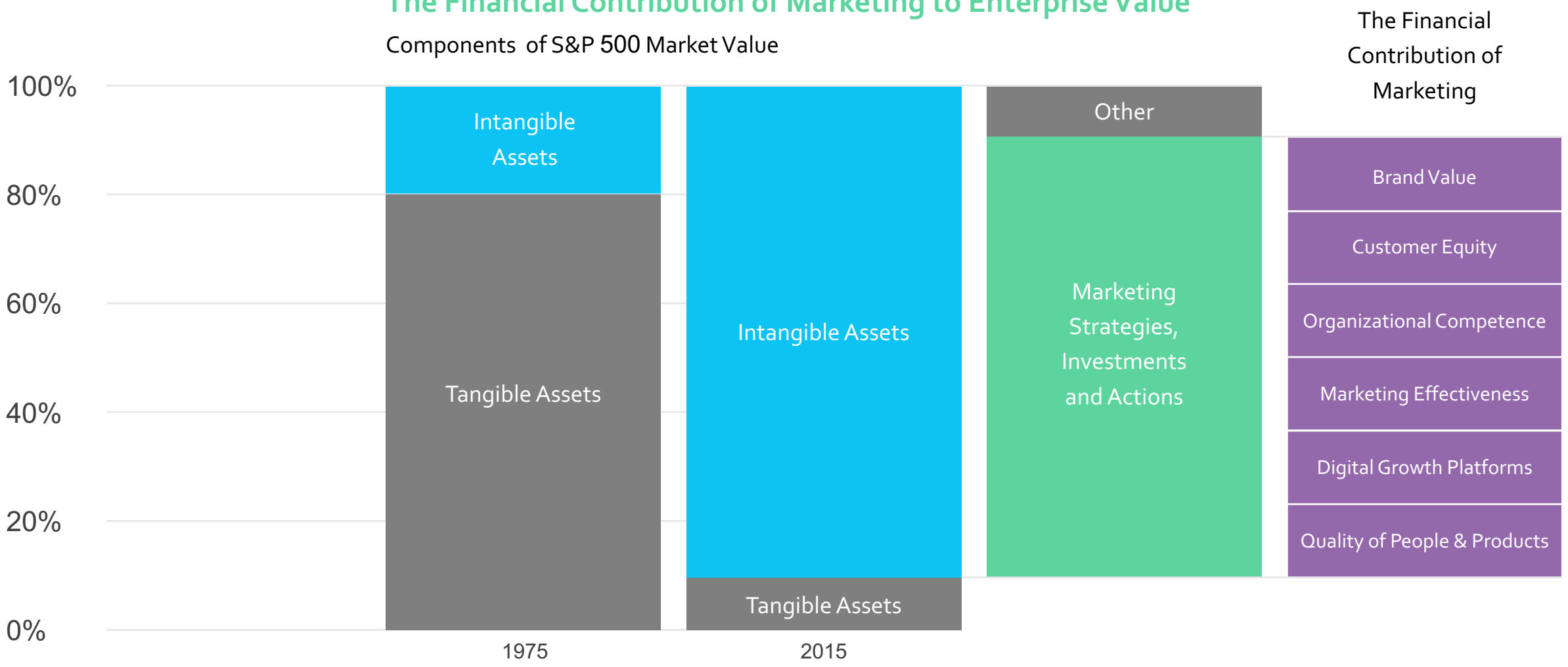
PROVING THE VALUE OF MARKETING

The Financial Contribution of Marketing to Enterprise Value

Components of S&P 500 Market Value



Ocean Tomo LLC, Annual Study of Intangible Asset Market Value 2015, Forbes/SITO Marketing Accountability Report, 2018

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"Location intelligence is becoming fundamental to marketing accountability—because it provides a universal joint that connects top-of-the-funnel strategies—in both online and offline media—to end-of-the-journey sales outcomes."

—Tony Pace, CEO, Marketing Accountability Standards Board and former CMO, Subway



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