

ADDING INCREMENTALITY TO STRATEGIC MARKETING DECISIONS



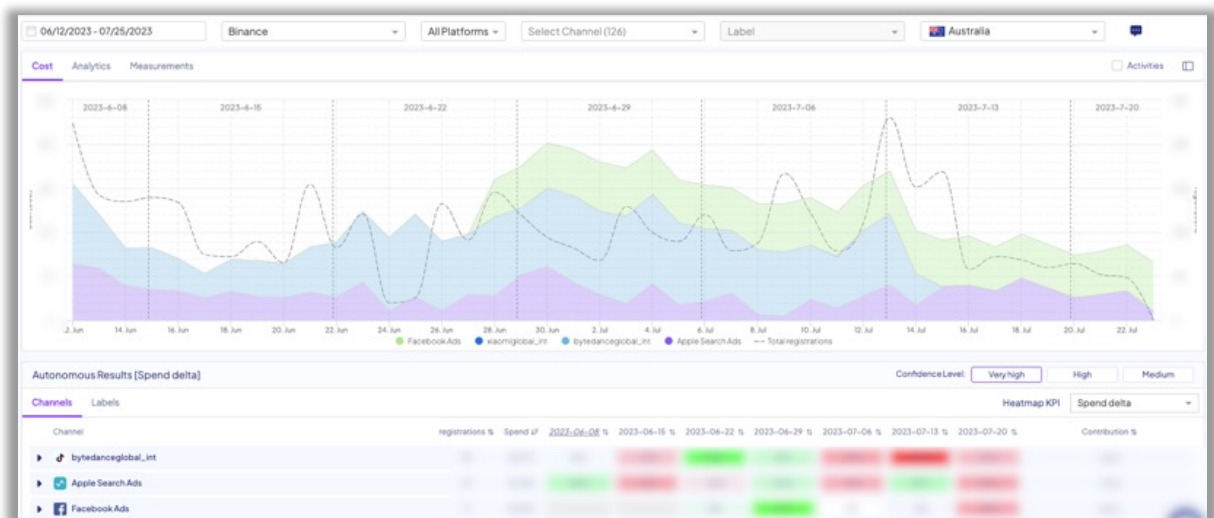
Binance, is the world's leading blockchain and cryptocurrency infrastructure provider with a financial product suite that includes the largest digital asset exchange by volume

EMBRACING AUTONOMOUS

Binance's marketing performance is highly impacted by market trends. Utilizing INCRMTNAL was the first step to measure performance value, while incorporating market data, from an incrementality point of view.

With Autonomous, Binance was able to leverage always on incrementality insights to gauge ad spend returns.

Binance has been using the products' API, incorporating the insights into their marketing management reporting, showing weekly incrementality data side by side with other measurement methodologies for cohesive decision marketing



The Autonomous API provides incrementality insights across **all** channels and **all** countries, regardless of advertising medium. Utilizing the API, Binance is able to quickly identify potential scaling or efficiency opportunities.

Autonomous shows incrementality insights over digital channels, but it also includes any offline activities such as TV ad spend, sponsorships, and influencer activities.



“Our marketing performance is heavily tied to market volatility. Market fluctuations directly influence how and where we should allocate ad spend. INCRMNTAL’s Autonomous measurement platform allows us to integrate incrementality in our weekly marketing management strategy meeting, understanding the actual value, and making smarter decisions that include the true value of our ad spend.”



Pau Sicilia

Performance Marketing Manager - Global

