

pilot Unlocks New Efficiencies for Clients with **INCRMNTAL**



pilot



Value Unlocked

Uncovers
insights for
brand and
performance
clients

1

Drives marketing
success for
brands online and
offline

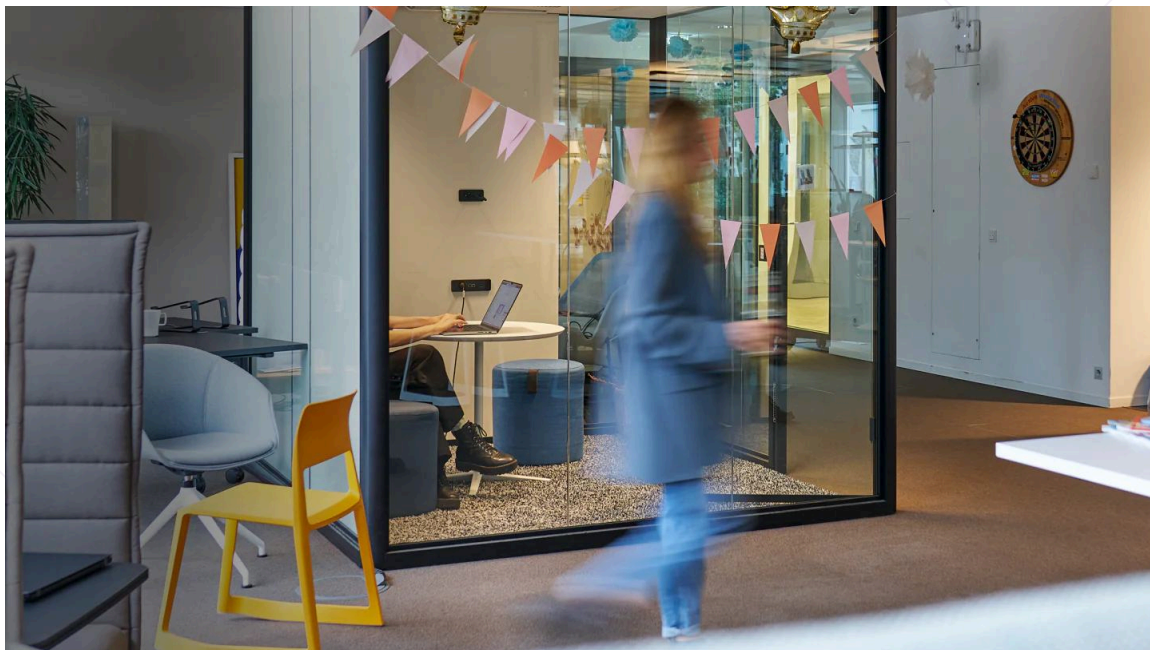
2

Boosts pilot's
success as a
leading media and
creative agency

3

■ Introduction

pilot is a leading media agency that stands at the forefront of the industry, consistently delivering top-tier results for major brands across Germany and beyond. With a deep commitment to innovation and excellence, pilot crafts high-impact marketing and advertising campaigns that drive measurable success on a global scale. Recognizing the need for continuous optimization, the agency partnered with INCRMNTAL to unlock deeper, data-driven insights into the effectiveness of individual marketing activities. By leveraging INCRMNTAL's cutting-edge AI-powered measurement platform, pilot empowers its clients with a clearer understanding of their marketing performance. This allows smarter, more strategic investment decisions for efficient business growth.



pilot is a visionary in its field. It saw the benefits that come from incremental marketing measurement and wanted to integrate this innovative technology into its own business to go beyond what other media agencies are offering.

Journey to Success



pilot utilises INCRMNTAL's AI platform Explorer. By onboarding its clients to INCRMNTAL's solution, it has allowed pilot to introduce always-on incrementality to brands that were NEVER able to see such insights.

Clients branches onboarded to the platform include outlet center, lottery (with app and classic stores), telecommunication, energy and others. The INCRMNTAL platform unlocked pilots capability of measuring difficult to measure medium such as TV/CTV, Search, OOH, Social, Display, Audio and others - without having to rely on user level data, or on running any planned experiments.

As a result of using INCRMNTAL's Explorer, pilot is able to accurately understand the business impacts of their clients marketing spends and allocate budgets effectively according to true incremental results.

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Our partnership with INCRMNTAL is highly valuable to us, and we have been working closely together for a long time. Their AI-driven platform provides us and our clients with an advanced solution for impact modeling and marketing campaign management.

Comparable incremental Cost-per-X metrics across online and offline activities offer real advantages. Thanks to the flexibility of the model, we see additional benefits for operational teams, enabling them to quickly and directly unlock new efficiencies and implement optimizations.

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Torsten Köhler, Director Media Specialists, pilot