

Elevate your Brand with Data Intelligence

To turn your brand into a market-leading juggernaut, Matter gives you adaptive, intelligent, data-driven strategies to optimize your campaigns — increasing ROI, amplifying market share and taking your brand beyond where you thought possible.

Value of Data-Driven Decision Making

5–8x ROI

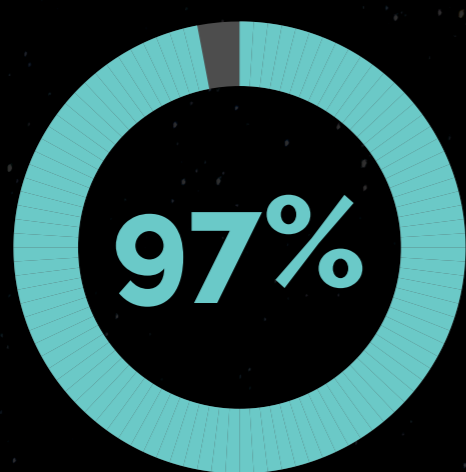
Businesses with data-driven strategies outpace companies that don't use them.

23x more likely to acquire new customers

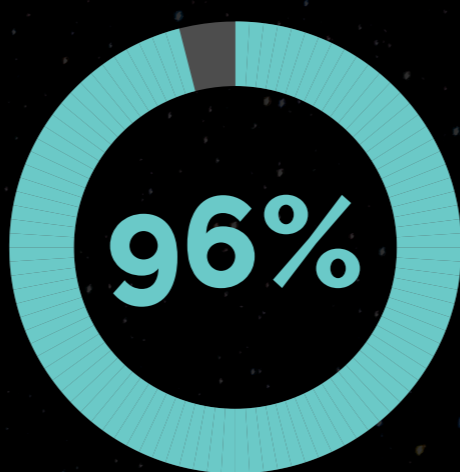
6x as likely to retain customers

19x as likely to be profitable

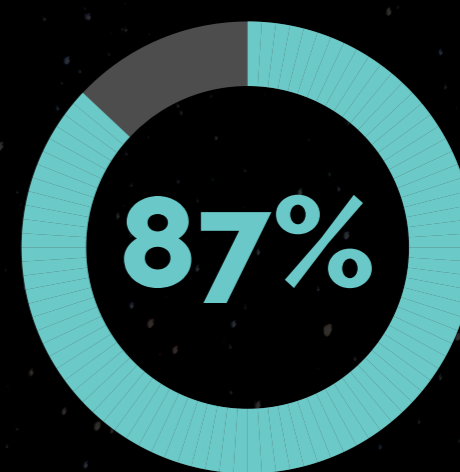
Importance of Strategy + Intelligence



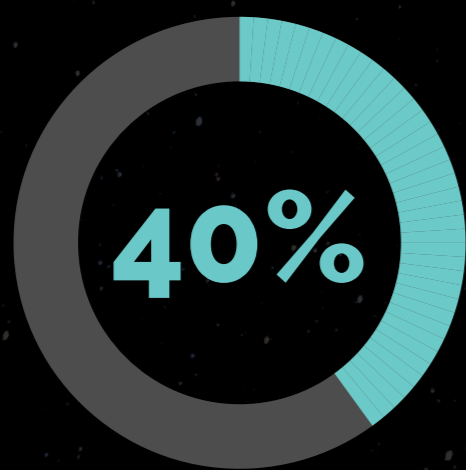
97% of business leaders believe being strategic is essential to a brand's success.



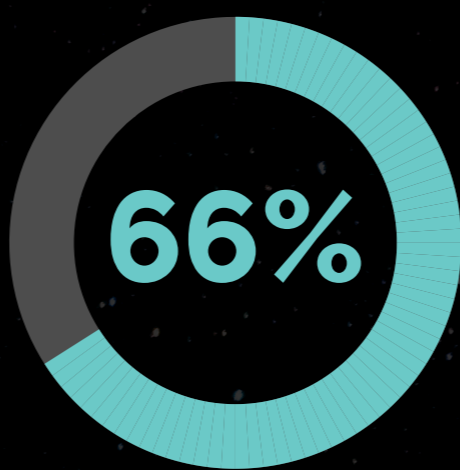
96% of leaders lack the time to get it done.



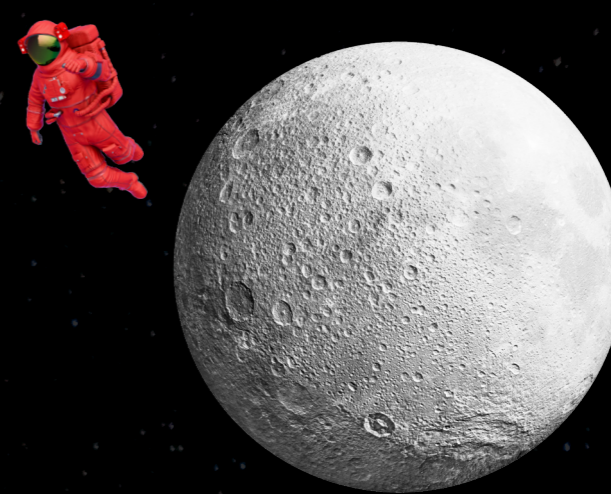
87% of marketers say data is their company's most under-utilized asset.



40% of brands plan to increase their data-driven marketing budgets this year.



66% of Forbes Most Valuable Brands leverage Intelligence.



Marketing Tech Stack Capabilities

Matter leverages data to develop strategic insights that drive your brand forward. This data set includes analysis of:

100,000,000
sites

500,000,000
new data points everyday