

MTP INTELLIGENCE PLATFORM

Business Growth & Revenue Intelligence

Connect marketing performance to business growth.

Messaging Guide for MTP Employees

AGENDA

How You Can Use BI

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| 01 | Connect Marketing to Revenue | Understand how marketing investments contribute to business outcomes. |
| 02 | Make Smarter Business Decisions | Use unified business intelligence to guide strategy. |
| 03 | Strengthen Client Recommendations | Support client recommendations with these insights. |
| 04 | Create a Single Source of Truth | Bring all data together. |
| 05 | Accelerate Business Growth | Identify opportunities that improve revenue and long-term performance. |

Connect **Marketing to Revenue**

BI helps teams understand marketing's contribution to business performance.

**Measure
marketing's
business impact**

**Connect revenue
to marketing
investments**

**Identify
growth
opportunities**

**Demonstrate
marketing
ROI**

Make Smarter Business Decisions

BI transforms data into unified, actionable intelligence.

**Unify business
data and
metrics**

**Identify
performance
trends**

**Support
strategic
planning**

**Improve executive
decision-making**

Stronger Client Recommendations

BI provides evidence-backed business insights.

**Support growth
advice**

**Validate
business
strategies**

**Strengthen client
conversations**

**Increase client
confidence**

Create a **Single Source of Truth**

BI connects data across the organization

**Combine
company data**

**Standardize
business
reporting**

**Improve
cross-team
collaboration**

Eliminate data silos

Accelerate **Business Growth**

BI helps teams uncover new opportunities for growth.

**Identify revenue
opportunities**

**Improve client
insights**

**Prioritize
high-impact
initiatives**

**Drive long-term
business
performance**

BI helps teams make smarter business decisions by connecting data into one unified source of actionable insights.

Strategy Team

Turn business intelligence into evidence-based growth strategies.

Business planning • Revenue analysis • Growth opportunities • Executive recommendations

Creative Team

Learn which creative elements are driving results.

Headlines • Messaging • Imagery • CTA analysis

Account Team

Bring stronger business insights into every client conversation.

Growth storytelling • Executive reporting • Strategic recommendations • Performance discussions

Media Team

Understand how media investments contribute to business performance.

Marketing ROI • Budget optimization • Performance measurement • Channel contribution