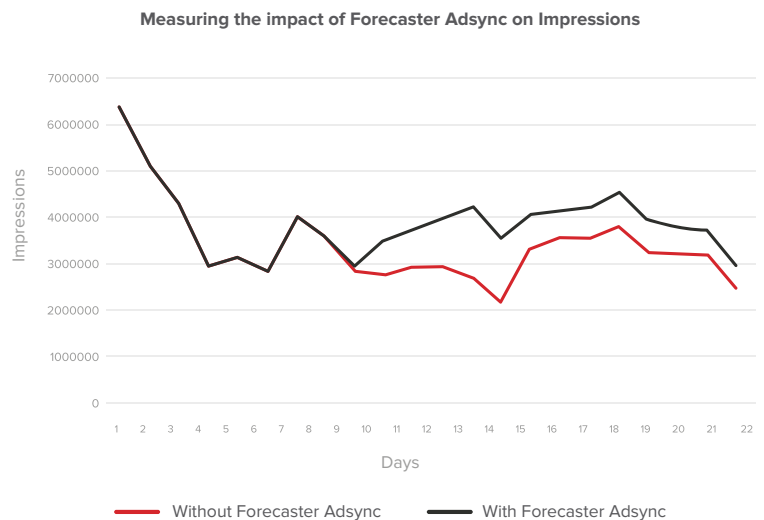


SYNCHRONISE YOUR FULL PRODUCT PORTFOLIO ACROSS ALL DIGITAL MARKETING CHANNELS THROUGH OUR MARKET LEADING INVENTORY MANAGEMENT PLATFORM.

Most marketing channels are managed independently, which results in inconsistent creative messaging across marketing channels, duplicated work and hours of wasted time. Marketing budget is spent on promoting items that don't exist, or are out of stock. Hours of resource is spent trying to keep marketing campaigns up to date, and maintaining dynamic creative messaging such as 'prices from'.

With Forecaster Adsync you can now build and manage cross channel marketing campaigns with speed, using dynamic creative, and accurate stock information



FEATURES

- Publish cross channel campaigns from one centralised platform
- Synchronise your inventory across all marketing channels, reflecting the true status of products and avoiding out of stock issues
- Build and maintain multi-channel marketing campaigns at a product, category, sub-category and manufacturer level
- Automatically apply dynamic messages to creatives with price, range and promotional messages
- Build and maintain marketing campaigns at scale, down to keyword and ad level

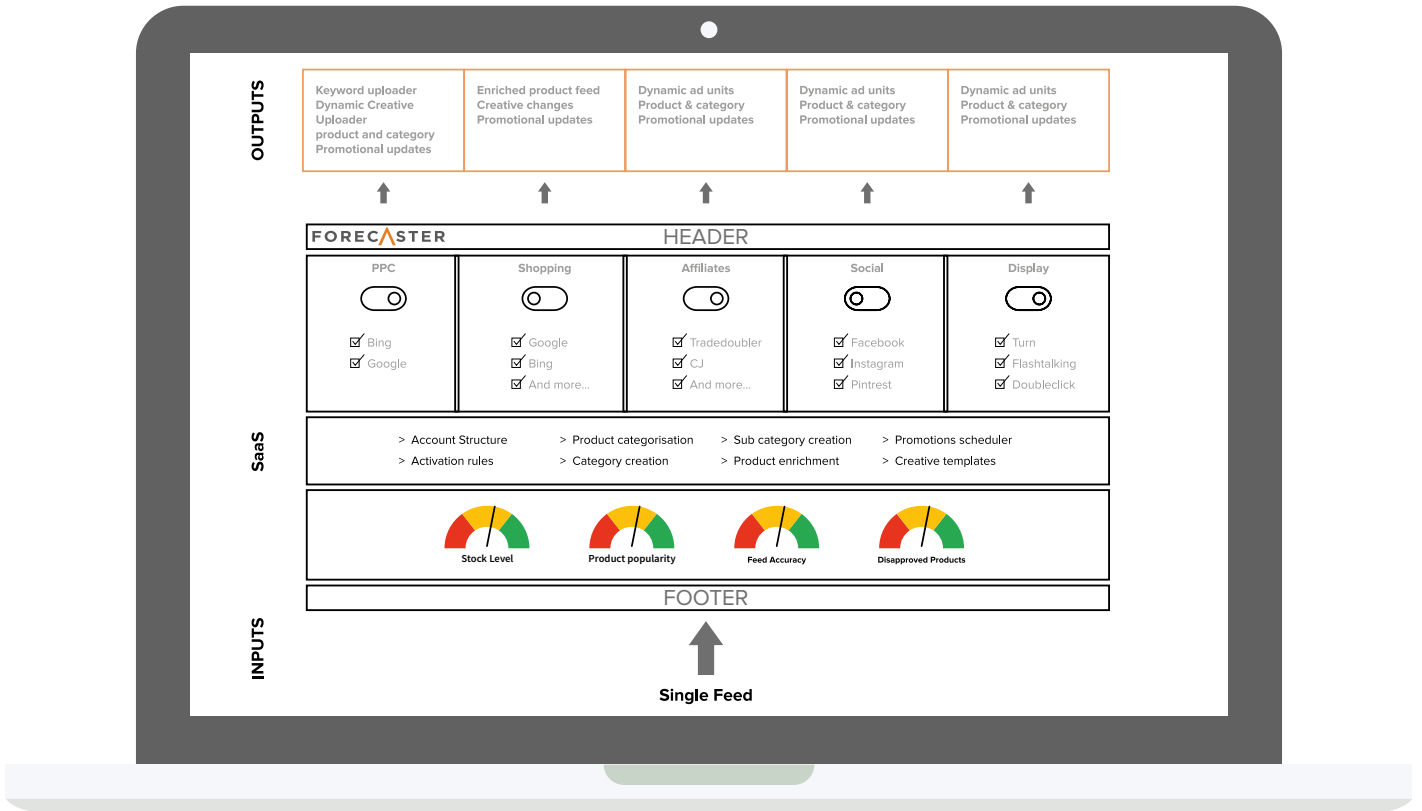
BENEFITS

- Increase your profits with better budget allocation & reduced CPC's
- Improve efficiency and save time
- Increase reach and exposure by expanding long-tail keywords
- Real time advertising
- Improve customer satisfaction through relevant ads
- Quick and easy to use

USPs

- Create accurate and dynamic cross channel marketing campaigns
- Build marketing campaigns 3000 times faster
- Create both sub category and category level campaigns, rather than only product level
- State of the art processing power
- Built by marketers with over 20 year's industry experience

HOW IT WORKS



ABOUT FORECASTER

Forecaster is a multi-channel performance marketing platform designed and built by Summit. Using predictive analytics, Forecaster is able to tell retailers and brands exactly how much, where and when to spend their online marketing budget across PPC, PLAs and Display. By analysing these channels, learning from the market and studying how customers behave, it makes accurate decisions about where and when to invest a performance marketing budget to make the greatest profit.

LEADING BRANDS CHOOSE FORECASTER



“ Forecaster’s had a great impact on our business. It’s allowed us to be even more competitive in a challenging market particularly when it’s come to understanding where to place our investments ”

Mark Steel, Head of Digital Operations, **Argos**

Register now to start saving time and money: www.forecaster.com