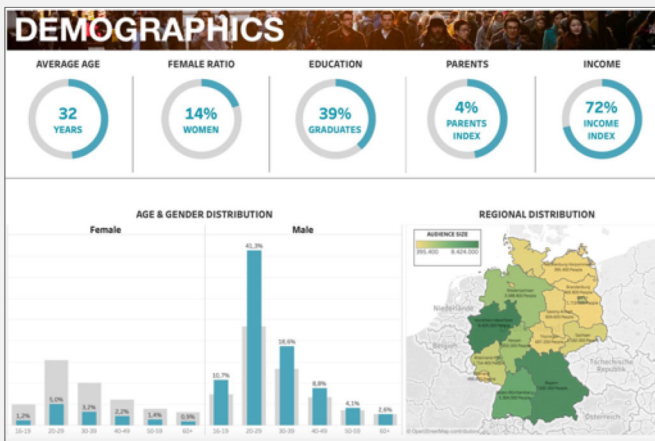


AI-BASED AUDIENCE INTELLIGENCE – POWERED BY RASCASSE. THE MOST ACCURATE, HOLISTIC, AND GRANULAR TARGET GROUP PROFILES AVAILABLE

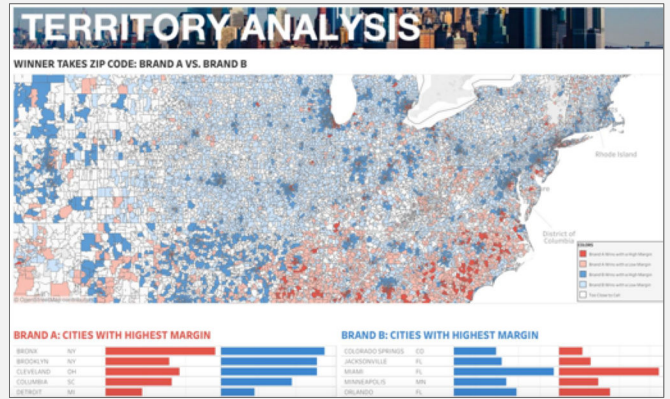
Understand your customers better than ever before ...

Companies such as Amazon and Tesla have demonstrated the power of a data-driven approach. With Rascasse, any company, brand, or organization can not only gain deep audience insights, but is also empowered to act upon these.



... and improve your marketing decisions significantly

- 1) **Define your target group** – e.g., existing or potential customers, your competitor’s customers, based on a certain lifestyle, etc.
- 2) **Receive granular insights** – a holistic and granular profile of your target group is available within just days.
- 3) **Take better decisions** – improve, e.g., brand positioning, messaging, selection of sponsorships, media selection, targeting, and ultimately, your marketing ROI.



... based on a unique dataset powered by artificial intelligence ...

Our proprietary technology analyzes the traces people leave online across a multitude of platforms such as Facebook, Google, and Spotify. These data are cross-validated and constantly improved using advanced machine learning technologies. Insights are presented in a convenient browser-based interface. No more lengthy research reports.



HOW RASCASSE ADDS VALUE.

ANSWER THIS QUESTION FOR YOURSELF: WHAT DO I DO?



I decide where to sell our products & services.

Find the best locations on a global, regional, country, city and postal-code level to place your offers. Be it shops, brands, products and product ranges or billboards, and organize your sales team efficiently.



I create personas.

Bring new ideas to light for new business pitches and ongoing work with granular personas based on real interests, affinities, engagements and overall media habits of your target groups.



I define target groups.

Create campaign strategies that go beyond classic demographic segmentation, using analysis to identify tribes of people based on their interests, motivations, personalities and lifestyles. Do more than standard modeling to attract larger audiences for your existing content and channels.



I analyze market potential and my competition.

Understand market characteristics and differentiate yourself from the competition with detailed glimpses into their facts & figures, identifying opportunities for conquest.



I develop products & services.

Support product development with comprehensive insights of how your customers think and feel, decisions they take, and the products and services they love.



I take sponsoring and testimonials decisions.

Sponsor events, organizations, venues or TV shows that really matter to your audience in regard to size and affinities. Or understand which celebrities share your values, help your image and are beneficial to your goals.



I communicate my brand, products & services.

Get inspired and create content that will resonate with your audience and is based on the unique insights revealed by Rascasse.



I spend money on advertising.

Easily identify affinities and reach between your products & services and potential advertisers. Create direct revenues and spend your money cleverly.



I am hiring.

Your target group is new employees? No matter if senior professionals or students. Understand where to find them, what they value, what interests them - how they tick.

250,000

topics describe your target group in more detail than ever.

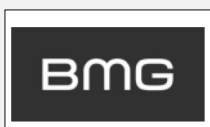
180,000

locations are in our database to make better geo decisions.

150,000/s

data points are processed by our AI software every second, updating your data set each month.

A FEW OF THE SAVVY MARKETERS WE WORK WITH:



Visit rascasse.com to request a demo.

Rascasse