

Guarantee ROI solution *with* Active

1

Client media spend

\$3m
CASH

2

\$450k

ADDITIONAL NEW
BUSINESS FROM
ACTIVE

\$3m
CASH

Result

\$450K
GAIN

More value created
with Active

Guaranteed ROI solution *without* Active

1

Result

Normal client
media spend

\$3m
100% CASH
PURCHASES

\$3m spent
NO GAIN