



Rebold is a data-driven marketing & communication company that generates growth opportunities for brands based on a deep understanding of the consumer, marketing technologies, and data ecosystems.

With the belief that brands are now in the hands of people who raise their voices and drive change, Rebold aims to help companies in embracing this new dynamic so that they can truly benefit from it to achieve their business goals.

Through **OUR PROPRIETARY METHODOLOGY** we...

- › Help you draw a comprehensive map of your digital industry and consumer
- › Perform a gap analysis between your company as-is and your consumer expectations
- › Define an omnichannel strategy with people at the core
- › Implement and optimise radically transparent campaigns, which are **RELEVANT** for each consumer, generate **RETURNS**, and are **RESILIENT** in this rapidly changing world

## OUR SOLUTIONS

### Intelligence

- › We listen and analyze the voice of all media and consumers to generate actionable insights related to your brand, sector and competitive industry.
- › We measure the impact of marketing and communication strategies and help you detect opportunities to strengthen your reputation and connection to your stakeholder communities.

### Analytics

- › We perform data and consumer analytics with the aim to become more relevant for people, discover new audiences, channels, behaviours, and to optimize the return of marketing and adtech investments.
- › We build predictive models based on your consumer's decision-making process to optimize both strategic and tactical marketing investment decisions.
- › We help you improve the effectiveness and conversion rate of your owned channels.

### Activation

- › We develop omnichannel activation strategies, based on proprietary data sets and a deep understanding of the consumer to ensure relevant and personalized messages.
- › We activate and optimize customer-centric campaigns in real-time, where the technology, AI and data allow to target users based on their decision journey, and to achieve their business goals.

## QUICK FACTS

- › Independent global data-led marketing & communication company.
- › Agile and industry-leading team across Europe, Latin America, and the U.S.
- › Global headquarters in Barcelona (Spain) & Boston (USA)
- › +1300 active clients worldwide.
- › CEO: Juan Camilo Bonilla (Madrid, Spain)
- › Member of the Rodés family's ISPD holding group (Anagram, Antevenio, Digilant, and Rebold)

## TRUSTED PARTNERS

