



Massive Insights

Turning Data Into Commercial Advantage

Massive Insights is a technology consulting company with a singular focus on helping marketing teams turn data into commercial advantage. Since 2012, we've leveraged our depth in advanced data analytics to help teams defend and optimize spend, accelerating brand growth and amplifying marketing impact.

We accomplish this by connecting fragmented data sources to prove what actually drives revenue, then building the technical infrastructure that transforms insights into action. The result is confident decision-making that makes every marketing dollar work harder.

The Business Challenges We Solve

- **The Inability to Confidently Optimize Media Spend:** Marketing leaders struggle to make informed budget allocation decisions when they can't accurately attribute results to specific channels and campaigns; this forces them to rely on incomplete or biased platform reporting rather than true performance data.
- **Struggling to Unlock Data-Driven Growth:** Organizations struggle to unlock growth when they can't harness their data to identify high-value customer segments, optimize lifecycle marketing, or create the personalized experiences that drive acquisition and retention in today's competitive landscape.
- **Martech Investments Not Living Up to Promises:** Marketing teams have access to sophisticated technology stacks that generate large volumes of data, but they lack the connected intelligence needed for effective omnichannel orchestration; this leaves them with expensive tools that produce reports rather than the coordinated customer experiences that drive commercial advantage.

Our Solution

Our approach transforms data into commercial advantage in three ways:

1. **Establishing a Solid Data Foundation:** We solve the "garbage in, garbage out" problem by implementing quality controls, consistent definitions, and reliable sourcing that ensures all downstream insights and decisions are built on trustworthy data.
2. **Connecting Fragmented Data Sources:** We break down silos to create unified intelligence, revealing the complete customer picture and high-value intersections that isolated data sources can't provide.
3. **Enabling Data-Driven Activation:** We build the technical infrastructure that transforms insights into execution - implementing systems that enable teams to act on what they discover through precision targeting, optimization, and orchestrated experiences.



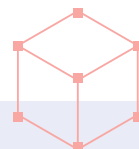
The Massive Insights + Denodo Partnership

Through our partnership with Denodo, we can deliver our proven methodology with dramatically improved speed and efficiency.

The **Denodo Platform** is a **logical data management** solution that enables real-time access to data across disparate sources, including the siloed applications within individual data lakehouses, without requiring the data to first be consolidated into a common repository.

The Denodo Platform reduces technical overhead, infrastructure costs, and the lengthy timelines of traditional data integration approaches. This enables us to establish robust data foundations, connect fragmented sources, and enable activation without building complex pipelines or duplicating data.

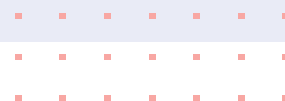
Clients benefit from the same rigorous outcomes - clean attribution, unified intelligence, and comprehensive data infrastructure - but with faster delivery, lower costs, and the agility to iterate quickly as business needs evolve.



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Marketing teams often tell us they have all this data but can't make sense of it fast enough to matter. Traditional integration approaches take a long time and cost a fortune - meanwhile, opportunities slip away. The Denodo Platform changes everything by eliminating a large part of the technical overhead that typically slows down data-driven marketing initiatives. We can establish reliable foundations, connect fragmented sources, and enable real-world action, all without the usual complexity and delays. This combination delivers the speed and efficiency that marketing leaders actually need - whether they're optimizing spend, accelerating growth, or orchestrating omnichannel experiences. It's exactly what they need to make every dollar work harder.”

– **Brian O'Donnell**, partner, chief strategy officer



About Denodo

Denodo is a leader in data management. The award-winning Denodo Platform is the leading logical data management platform for transforming data into trustworthy insights and outcomes for all data-related initiatives across the enterprise, including AI and self-service. Denodo's customers in all industries all over the world have delivered trusted AI-ready and business-ready data in a third of the time and with 10x better performance than with lakehouses and other mainstream data platforms alone. For more information, visit denodo.com.



About Massive Insights

Since 2012, Massive Insights has completed over 1,500 successful projects that empower marketing leaders with trusted insights and the ability to act on them with confidence.

Such marketing leaders can more effectively identify high-impact activities, allocate budgets based on performance rather than guesswork, and enable precision targeting and effective personalization. This maximizes performance through efficiency, not scale. Simply put, we make every marketing dollar work harder. For more information, visit massiveinsights.com or contact us at info@massiveinsights.com.