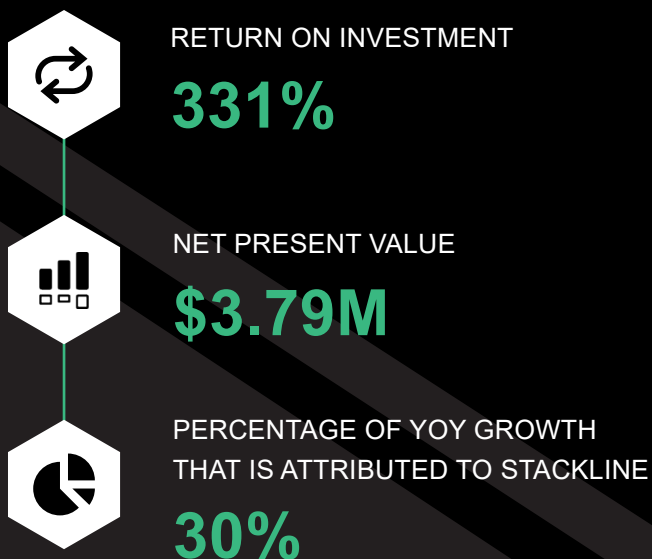


The Total Economic Impact™ Of Stackline

Through four customer interviews and data aggregation, Forrester concluded that Stackline has the following three-year, risk-adjusted financial impact.



“
Stackline helps us understand enterprise marketing in [a] most **meaningful and strategic way**. The data that we get from Stackline is probably **some of the best** in terms of showing us what’s really going on with shoppers [and] how they buy.
”

Vice president of omnichannel sales, manufacturing, CPG

CUSTOMER CHALLENGES

- Limited visibility into market share, brand performance, pricing, and competitiveness
- Inadequacy of traditional data sources in an ever-changing landscape
- Heavy manual labor required with available data sources to generate insights
- Limited capabilities to automate and optimize advertising performance within the major e-commerce channels

SUMMARY OF BENEFITS

