



# MARKETINTELLIGENCE™

## THE KNOWLEDGE TO SUCCEED

From competitive strategy to legislative issues or gauging customer perceptions, The Cirlot Agency is adept at providing our clients with behavioral insights, and reliable intelligence based on real-time data. Beyond just telling a great story, we can analyze who your audience is and on what channels they are engaged with your brand. Through customized client dashboards, our in-house data research teams augment communication strategies that align with business goals and ensure the highest ROI.

By measuring key performance indicators, such as share of voice, tonality, engagement, etc., we provide our clients with greater insights into their brands, while executing perception mapping and competitive profiling to bring insight into their competitors' brands.

This means our clients are armed with the data they need to capitalize on their marketing dollars.



### SEE

Collect the Right Data & Statistics



### SPEAK

Test Your Message for Impact



### HEAR

Capitalize on Analytics & Feedback



**THE CIRLOT AGENCY**  
INCORPORATED

GLOBAL BRAND STRATEGY • INTEGRATED COMMUNICATIONS • BUSINESS DEVELOPMENT

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