

# The Growth Methodology

Powering Precision  
Growth with the  
G1 Platform





## 1. KNOW Your Business

**Unify data. Uncover truth. Unlock potential.**

Growth starts with understanding. At the core of our methodology lies a radical integration of first-party, zero-party, and the largest third-party data ecosystems—all housed within our proprietary Trust Datasphere. This isn't just data collection—it's intelligent convergence.

- Trust Datasphere: Billions of live data points analyzed in real-time.
- GIS-Powered Growth Mapping: Hyper-accurate geo-intelligence for market expansion and microtargeting.
- Growth Factors: Instant persona creation and audience comparison tools to visualize, segment, and optimize your customer base in moments.
- Real-Time Modeling: Predictive insights that keep your strategy ahead of the curve, not behind it.

Together, these tools give you unparalleled clarity about who your best customers are—and where your next ones will come from.

## 2. GROW Your Business

**Precise signals. Seamless connections. Unstoppable growth.**

Once you know who and where, it's time to grow. Our Growth Signals technology turns intent data into action—tracking 5 billion+ interactions per minute across 50 million websites. You'll engage your audience with precision timing and relevancy, across every channel.

- Omnichannel Engagement: Reach your audience on CTV, display, mobile, email, social, and even direct mail—all connected and optimized.
- Privacy-Compliant Targeting: Our proprietary Trust ID ensures every interaction is secure, encrypted, and regulation-ready.
- AI-Powered Opportunity Monitoring: Let our systems find and prioritize the next best opportunities before your competitors do.

Growth isn't just more marketing. It's smarter engagement that drives results you can see—and scale.



TO LEARN MORE OR SCHEDULE A DEMO:



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### 3. FLOW Your Business

**Orchestrate journeys. Automate actions. Accelerate everything.**

The modern customer journey isn't linear—it's dynamic. That's why our platform uses Engage AI and Growth Echo to drive responsive, real-time, self-optimizing interactions..

- Engage AI: Your autonomous growth engine, continuously monitoring and adjusting to customer behavior.
- Growth Echo: Pixel-based retargeting with persistent engagement across devices and channels.
- Journey Orchestration: Build and deploy rule-based or AI-driven customer flows tailored to behavioral signals.
- Automated Criteria Generation: Let the system define and refine your audience targeting as fast as behavior changes.
- Next Best Actioning: Machine learning that dynamically determines the optimal next step for every individual.

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### 4. SHOW Your Business

**See everything. Share results. Predict success.**

Measurement is where belief becomes proof. Our custom success dashboards don't just track KPIs—they forecast them.

- Time-Based Analytics: Real-time and longitudinal insights to understand both what happened and what's coming.
- Custom Success Criteria: Define what matters to you—and track it with clarity.
- Predictive ROI Modeling: Anticipate outcomes before the campaign even begins.
- C-Suite Ready Reporting: Show your impact with confidence, clarity, and credibility.

When you can show the growth, you'll never have to sell it.



TO LEARN MORE OR SCHEDULE A DEMO:



POWERED BY  PLATFORM

## Ready to Lead the Growth Revolution?

We are Growth Revolutionaries—bringing deep expertise and bold innovation to our partners that helps modernize growth through precision targeting and personalized engagement.

Let's explore how Growth Verticals can partner with your organization to accelerate sustainable growth through smarter strategy and real-time insights.

- **Schedule a Personalized Demo** Discover how our G1 Platform equips our partners with the tools to drive strategy, conversions, increase retention, and deliver ROI across every channel.
- **Explore Bonus Content** Download "Additional Intelligence" and strategic growth materials on our website.



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INFINITE POSSIBILITIES