

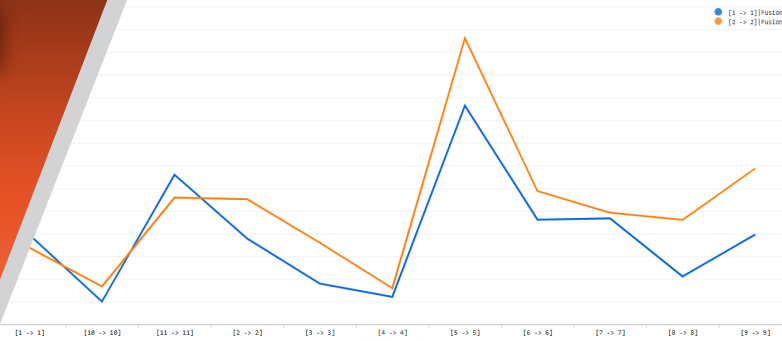


RSMB Fusion

(LATEST UI)

Product Sheet

Fig. You can setup your own view.



OVERVIEW

The RSMB Fusion Platform delivers a streamlined, guided workflow for integrating multiple datasets with precision and flexibility. The latest interface introduces automated parameter handling, a visualisation dashboard, and step-by-step configuration tabs, making data fusion faster, smarter, and more user-friendly.

Fusion is designed to improve planning quality, confidence, efficiency, and commercial defensibility, not campaign outcome KPIs. It focuses on decision-quality metrics that agencies and advertisers trust, such as before vs. after Fusion or with vs. without Fusion comparisons.

KEY FEATURES

GUIDED WORKFLOW

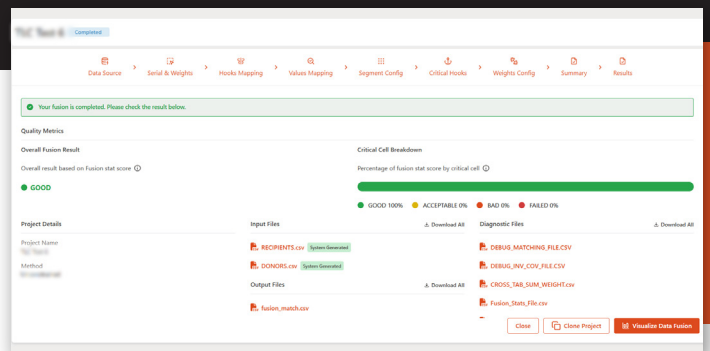
- Multi-step process: Add Project → Data Source → Configuration → Summary → Results.
- Clear navigation through tabs for Serial & Weights, Hooks Mapping, Critical Hooks, and more.

VISUALISATION DASHBOARD

- Real-time insights into fusion progress and outputs.
- Interactive charts and dashboards for better decision-making.

VALIDATION & RESULTS

- Built-in validation at every stage.
- Dedicated Summary and Results tabs for diagnostics and outputs.



AUTOMATED PARAMETERS

- Advanced logic for Fusion Hooks, Weights, and Critical Cells is now auto-configured.
- Override & Customise: More advanced users can still upload custom files or adjust settings for full control.

FLEXIBLE DATA INGESTION

- Upload first party Recipient and Donor datasets.
- Or connect directly to third party data sources on the Fusion platform.
- Maintain recipient dataset structure for unconstrained fusion.

BENEFITS

- **PLANNING QUALITY:** More robust and defensible data foundations for media and marketing plans.
- **CONFIDENCE:** Transparent process with clear diagnostics and visualisation.
- **EFFICIENCY:** Automated parameter setup reduces manual effort.
- **ACCURACY:** Guided validation ensures data integrity.
- **TRANSPARENCY:** Visualisation dashboard provides clear actionable insights.
- **FLEXIBILITY:** Override automation for custom advanced configurations.
- **COMMERCIAL DEFENSIBILITY:** Trusted, comparative KPIs that agencies accept.

USE CASES / APPLICATIONS

ADVERTISING & MEDIA PLANNING

Combine audience measurement datasets to strengthen planning assumptions and improve allocation confidence.

RETAIL & E-COMMERCE

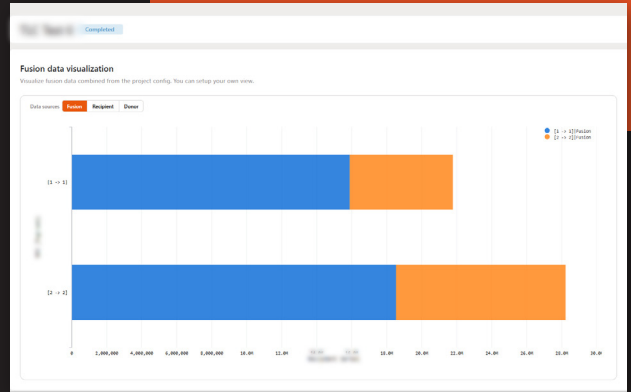
Integrate transactional and customer profile data to support strategic planning and assortment decisions while fusing product catalogues with customer behaviour data for personalised recommendations.

MARKET RESEARCH & CONSUMER INSIGHTS

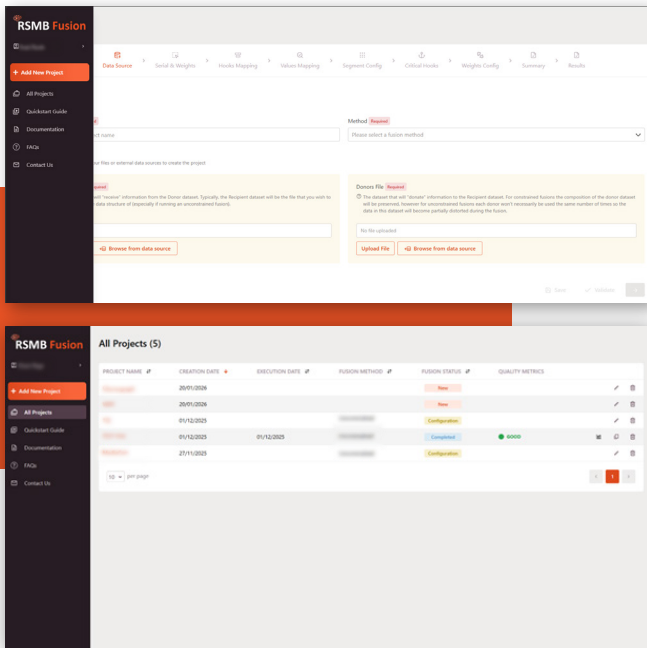
Merge survey data with transactional or behavioural datasets for richer, more defensible insights.

SUBSCRIPTION-BASED

Combine subscriber behaviour data with market research to understand churn risk and engagement patterns while fusing transactional and demographic datasets to refine audience segmentation for acquisition and retention strategies.



(All KPIs are comparative and planning-focused: before vs. after Fusion or with vs. without Fusion to ensure credibility and trust.)



PRODUCT SPECIFICATIONS

SPECIFICATION	DETAILS
Supported File Types	CSV, XLSX, JSON
Fusion Methods	Constrained, Unconstrained
Automation	Fusion Hooks, Weights, Critical Cells auto-configured
Advanced Customisation	Manual override for all parameters
Visualisation	Interactive dashboard with charts & summaries
Validation	Built-in at each workflow stage
Output Formats	CSV (XLSX, JSON to come)
Integration Options	External data sources (API-based)
Security	Role-based access, encrypted file handling

HOW IT WORKS

- **CREATE A PROJECT:** Define name and select fusion method.
- **ADD DATA SOURCE:** Upload files (Recipient and Donor datasets) or connect external sources.
- **CONFIGURE PARAMETERS:** Use automated logic workflow or customise via tabs.
- **VISUALISE & VALIDATE:** Monitor progress through the dashboard.
- **REVIEW RESULTS:** Access summaries and outputs in dedicated tabs.