

BUILD A MORE COMPLETE VIEW OF YOUR MARKETING PERFORMANCE

DATA FUSION CONNECTS FRAGMENTED DATASETS FOR SMARTER DECISIONS.



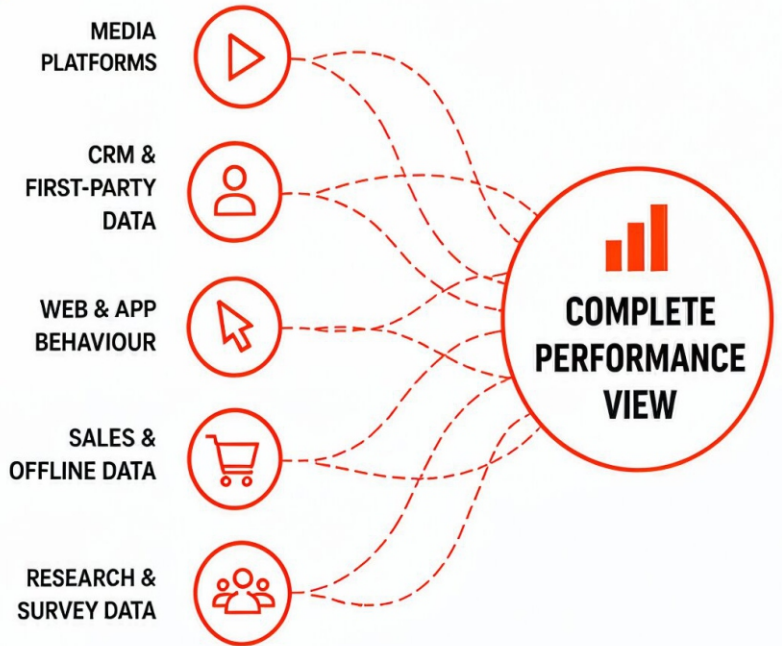
MOST ORGANISATIONS ALREADY HAVE VALUABLE DATA, but it sits across disconnected platforms and systems.



THAT MEANS MISSED INSIGHT, AND MISSED OPPORTUNITIES to optimise performance.



FUSION HELPS YOU UNLOCK A MORE COMPLETE, DECISION-READY VIEW, even when datasets can't be joined directly.



WHEN DATASETS CAN'T BE JOINED DIRECTLY:



CROSS-CHANNEL IMPACT IS HARD TO MEASURE



REACH AND DUPLICATION ARE UNCLEAR



BUDGET DECISIONS RELY ON PARTIAL SIGNALS

TWO WAYS TO CONNECT YOUR DATA



DETERMINISTIC MATCHING

- ✓ Matches exact IDs
- ✓ High certainty
- ✓ Limited to aligned data



PROBABILISTIC MATCHING

- ✓ Connects datasets when shared IDs are unavailable.
- ✓ Broader, usable coverage
- ✓ Unlocks additional insight



SEE WHAT YOUR DATA COULD REVEAL WHEN IT'S **PROPERLY CONNECTED**



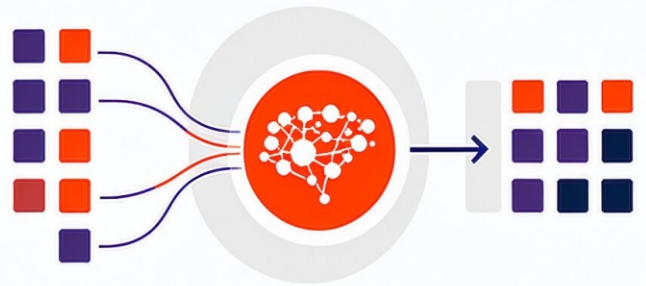
Scan to explore how Fusion works with your data

RSMB Fusion

Independent data science and measurement

TURN DISCONNECTED DATA INTO ACTIONABLE INSIGHT

RSMB FUSION uses probabilistic matching and data fusion to connect datasets that can't be joined exactly—safely, transparently, and at scale.



WHERE FUSION HELPS



UNLOCK BETTER DECISIONS

See the true impact across every channel and touchpoint



OPTIMISE SPEND WITH CONFIDENCE

Invest in what works with a more complete view of performance



CONNECT EXPOSURE TO OUTCOMES

Connect exposure, behaviour and outcomes that sit in different systems



DO IT SECURELY AND TRANSPARENTLY

Built-in governance, controls and clear documentation

REAL-WORLD USE CASES



CROSS-CHANNEL MEDIA PERFORMANCE

Connect campaign exposure, CRM data and purchase behaviour to measure true impact.



CROSS-PLATFORM REACH & DUPLICATION

Estimate overlap and incremental reach across platforms, even when IDs don't align.



CONNECT ATTITUDINAL AND BEHAVIOURAL DATA

Link attitudes to real-world actions to understand what drives outcomes.

INTRODUCING RSMB FUSION

A GUIDED, TRANSPARENT APPROACH TO DATA FUSION



GUIDED WORKFLOW

Structured process from data input to results.



FLEXIBLE DATA INGESTION

Combine first-party, third-party and external datasets with integrity.



AUTOMATION WITH CONTROL

Built-in logic with the ability to override and customise.



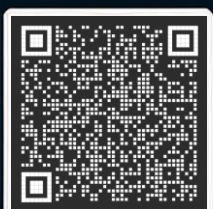
VALIDATED OUTPUTS

Diagnostics and summaries to test, understand and trust results.



DECISION-READY OUTPUTS

Turn connected data into clearer answers and better decisions.



LET'S CONNECT YOUR DATA FOR BETTER OUTCOMES



Scan to start a conversation at the stand



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