



# Quantum Sight™

DATA DRIVEN | HUMAN FOCUSED

What **stories** does your data tell?

Overview

# We Are A Data Driven | Human Focused Marketing Consultancy

## We use data to tell you your story.

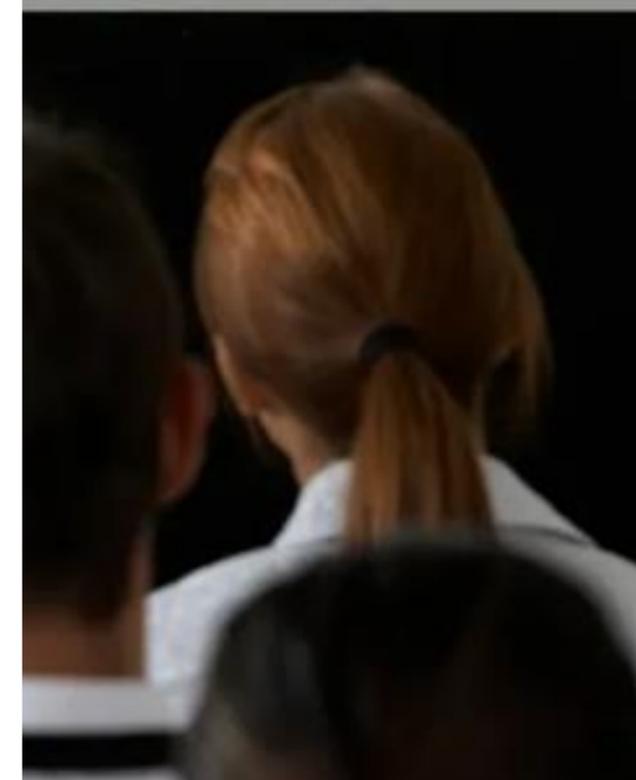
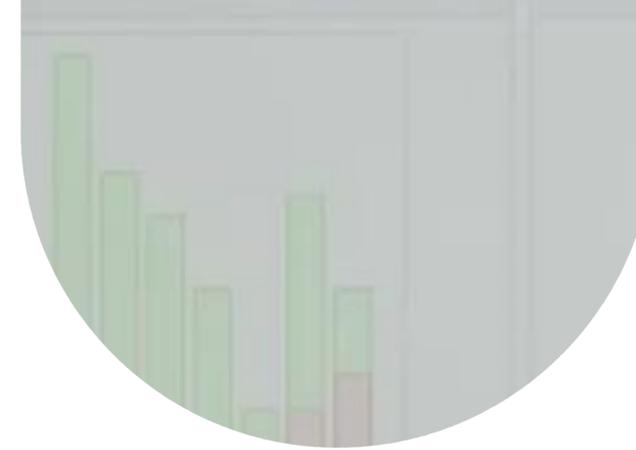
For us, customer **data can be like a novel** full of characters, events, motivations and passions, except the story is real. We use data to tell your story, which will help you understand your business at **human level**.

## We help you create solutions.

After we help you uncover critical insights, we help you design strategies and solutions that allow you to leverage data at the **human level** and socialize them within your organization.

## We stay engaged.

We believe in what we recommend. This means we will roll up our sleeves to help you manage, measure, and analyze the impact of new solutions. For us, Data Driven | Human Focused growth **is a journey, not a destination**.



# Our Market Solutions



## Marketing Effectiveness & ROI

It's not just about marketing analytics. When we leverage brand, insights, strategy, customer experience and.....yes, analytics, we dramatically improve digital marketing results.

## Segmentation & Customer Strategy

We listen first, then ask. By mining behavioral data, social data and third party data first, we ask better questions which result in richer market segmentations and smarter customer strategy.

## Celebrity Endorsement Analysis

Merging your brand with someone else's can be a risky proposition. Quantum Sight has developed a science for valuing celebrity endorsements, sponsorship and co-branding opportunities.

# Marketing Effectiveness

When analytics professionals think about improving marketing ROI, they usually focus on optimization algorithms and marketing technology.

At Quantum Sight, we **see improving marketing effectiveness as the real goal.** This means taking **a holistic approach** that includes brand, insights, strategy, customer experience, technology and algorithms. By taking this holistic approach, we not only drive more sales but also help our clients **build a lasting business.**

Visit <https://quantumsight.com/marketing-effectiveness>



# Segmentation & Strategy

While most customer strategy projects begin by generating insights through a survey or questionnaire. At Quantum Sight, we believe that ***listening before you ask questions is the real first step***. We begin by “listening” to your sales, behavioral, social and third-party data to better understand the dynamics of your business. We then develop the factual foundation upon which we ask design further inquiry. This approach leads to better questions and stronger, less risky strategies.

Visit <https://quantumsight.com/strategy-and-insights>





# Endorsement Analytics

Partnering with celebrities, influencers or other brands can be an exciting opportunity to grow and evolve your company brand. However, it can be a big financial decision and have long term impacts on brand perceptions and financial value. **Quantum Sight's data-driven approach** tackles the **complex dynamics of endorsements, sponsorship, and promotions** to help you understand if the opportunity is right for you. Our approach begins by leveraging and quantifying social data, reviews, and online articles to help you understand the **rewards, risks and financial value**. We then conduct bespoke research to further investigate perception impacts on your brand.

Visit <https://quantumsight.com/endorsement-analytics>

# "WHAT OUR CLIENTS SAY"

## EMPLOYEE EXPERIENCE

"Quantum Sight brought a novel data-driven approach to our Team Member Experience project. This helped us better focus on opportunities, objectives, and areas for further research. It was especially helpful, when prioritizing, to have deep insights and data to work with. **Great value too!**"

---

Eric Gutierrez  
V.P Total Rewards

## BRAND ANALYTICS

"Quantum Sight helped us unpack the insights hidden in our brand tracking data. We now have deeper understanding of what drives provider choice in healthcare and how we better position Novant Health in the market. **I would recommend them highly.**"

---

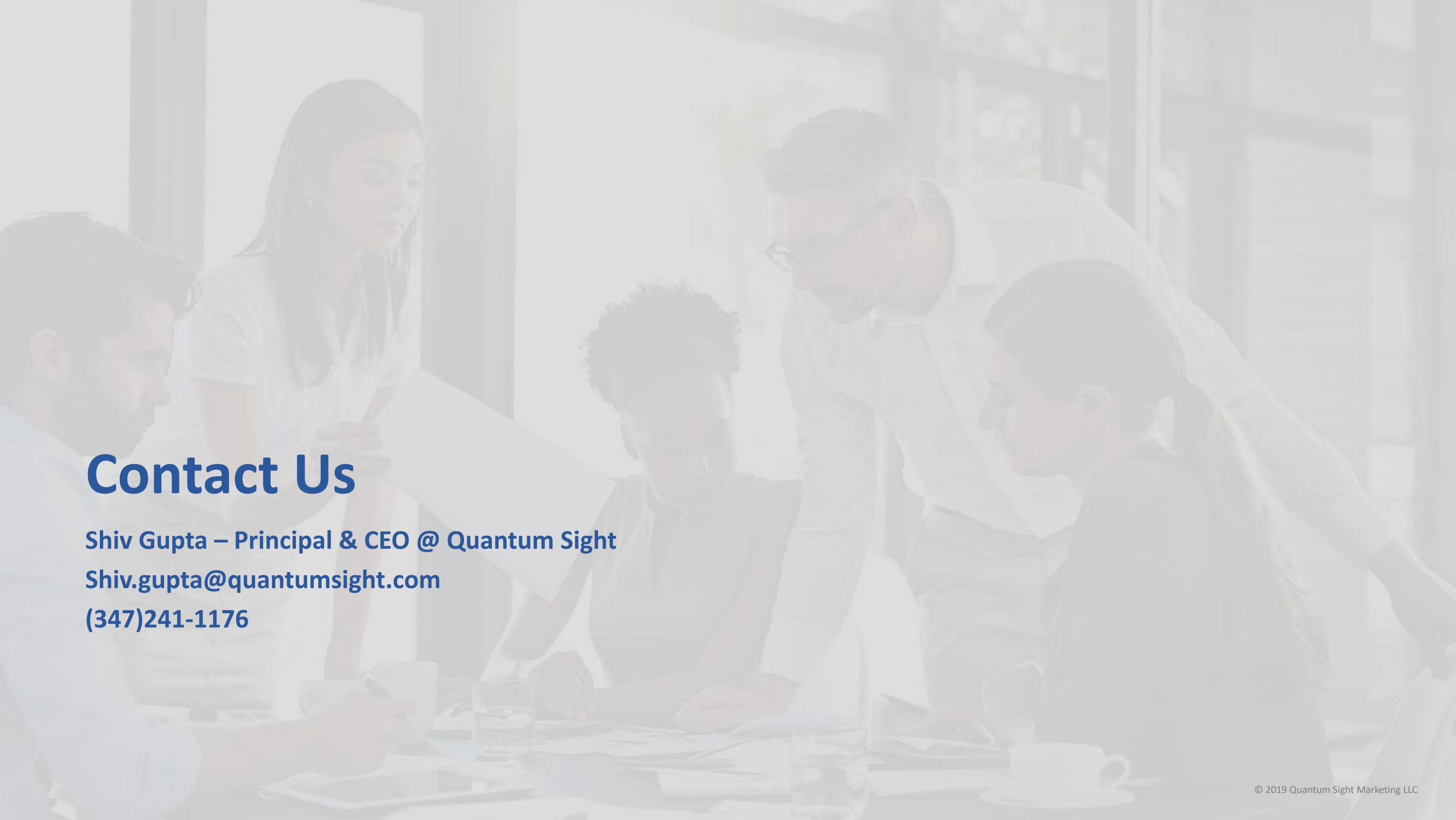
Matthias Krebs  
Sr. Director Insights & Analytics

## MARKETING ANALYTICS

"We leveraged Quantum Sight to help us better understand factors driving response rates across multiple geographies, products and competitive positions. They were also able to identify gaps in our current targeting algorithms and identify new opportunities using a very complex data-set. They do **great work and are strong partners.**"

---

Dennis Hickey  
Staff VP Customer Analytics



# Contact Us

**Shiv Gupta – Principal & CEO @ Quantum Sight**

**[Shiv.gupta@quantumsight.com](mailto:Shiv.gupta@quantumsight.com)**

**(347)241-1176**