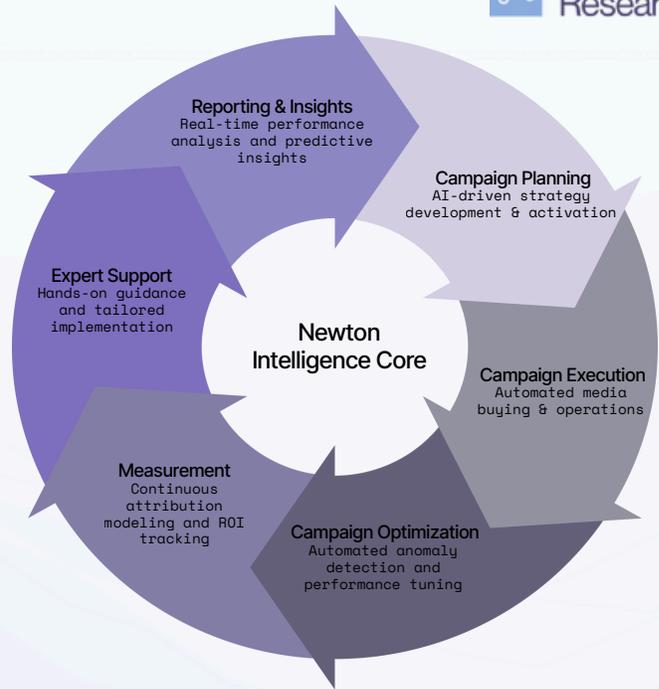


Automate Your Analytics and Media Buying Workflows with Newton's AI Agents

Agentic Media Intelligence at Scale

Newton combines specialized analytics capabilities with campaign context to deliver the intelligence layer that transforms data into decisive action for brands, agencies, publishers, and commerce media.

Solve Today. Create Tomorrow.



WHAT MAKES NEWTON DIFFERENT

Purpose-built for media workflows

MMM, attribution models, and scenario planning capabilities that go beyond what generic AI can replicate.

Campaign intelligence over time

Builds understanding of your business's performance patterns across conditions to inform smarter decisions.

Guided, repeatable workflows

Blueprint automation ensures consistency and best practices across your organization. Create once, duplicate as needed.

Analytics-driven decisioning

Captures the intelligence layer in media planning and optimization, whether you're buying media or advising those who do.

POWERING THE CLOSED-LOOP MEDIA LIFECYCLE

From reporting and insights through campaign planning, execution, and optimization, Newton serves as your always-on team of marketing analytics experts—bringing advanced measurement and intelligence to every decision.

INFRASTRUCTURE

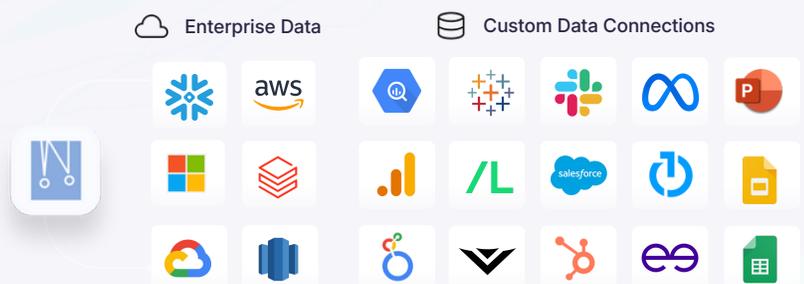
Newton's enterprise-grade infrastructure lets you tailor the platform and its agents to your unique business needs - scaling seamlessly as you grow.

- **Containerized application** deployed in your cloud environment with *zero data movement*.
- **Chat interface** accessible via secure web app or white-labeled in your UI.
- **Blueprint library** with pre-built workflows - fully transparent and customizable.
- **Knowledge base** merging Newton's robust marketing science with your own.

HOW IT WORKS

Your Data Connections.

Newton data connectors allows for easy integration with any data, marketing or ad platform - enabling seamless two-way data flow. Our MCP server processes both structured and unstructured data delivering faster and insightful responses.



How Newton Helps Brands

Take control of your media intelligence. Newton empowers your team to make data-driven decisions with confidence—whether you're working with agencies or managing campaigns in-house.



KEY CAPABILITIES

Customer 360 intelligence

Analyze customer behavior, predict churn, and optimize lifetime value with advanced modeling accessible to business users

Strategic campaign planning

Leverage MMM and scenario planning to optimize budget allocation and media mix before you spend

Performance visibility

Understand what's driving results with incrementality testing, attribution modeling, and cross-platform insights

AGENTS

Brand Use Cases

Newton gives your team AI superpowers with a suite of pre-built agents ready to automate and support their common marketing and analytics tasks and workflows.



Campaign Measurement

Prove campaign effectiveness through attribution, incrementality testing, and lift studies. Benchmark performance to identify optimization opportunities and demonstrate true ROI.



Reporting & Insights Generation

Produce accurate reporting that transforms data into strategic intelligence. Automate recurring reports with AI-powered insights that explain campaign performance.



Planning & Activation

Optimize media mix and budget allocation with scenario planning, then seamlessly activate and execute buys across channels. Continuously refine audience strategies and campaigns based on real-time performance.



Audience Management

Build high-performing segments through advanced enrichment and composition analysis. Identify and activate lookalike audiences that mirror your best-converting customers.



Data Exploration & Preparation

Automate data cleaning, standardization, and quality assurance across disparate sources. Free your team from manual data wrangling to focus on strategy.



Anomaly Detection

Automatically identify performance irregularities, audience shifts, and budget anomalies in real-time. Catch issues before they impact campaign outcomes.

TESTIMONIALS

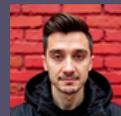
"No single innovation has so dramatically improved the ability for people in marketing and media to make smart decisions."



S4S

Sir Martin Sorrell, Co-Founder
S4S Ventures

"This is a breakthrough for teams who want to move faster without compromising on rigor."



.monks

Nikola Cuculovski, SVP Global Analytics & Product
Monks

"With Newton, we are able to execute complex analytics workflows, end-to-end."



horizon

James Ollunga,
SVP Advanced Analytics
Horizon Media

Get started with Newton today: Visit newtonresearch.ai or email info@newtonresearch.ai