

arima at a glance

We help businesses know more

Our marketing tools, known as the Population Simulator Suite, help turn complex data into clear, actionable strategies. We empower brands to boost media impact, gain consumer insights and maximize ROI in a rapidly evolving market.

If you're facing these challenges, Arima is here to help:

- Allocate marketing budget more effectively across channels
- Measure ROI impact of each media channel
- Precisely forecast performance outcomes
- Seek deeper insights into potential customers beyond your existing data sources
- Stay agile and responsive amongst rapid changes in consumer behavior
- Reach customers where they're most likely to see and engage with brand messaging
- Refine campaigns with real-time performance insights

We're here to help marketers make confident, data-informed decisions that drive real results.



The Right Tool For You

[Book a 30-minute demo](#) to find the right solutions for you

Why Arima?

Arima puts the power of AI and data-driven decision-making directly in the hands of marketers, ensuring the best possible outcomes of their marketing strategies.

Population Simulator Suite



Marketing Mix Models

Optimize marketing spend for better sales and ROI



Persona Builder

Discover missing data points for a comprehensive view of customers



Cross-Media Planner

Coordinate and maximize marketing efforts across multiple platforms



Location Intelligence

Pinpoint the optimal places to engage audiences



InstaPoll

Gather instant insights from your target audience

Make Better Decisions. Grow Bigger Business.

To learn more please visit: www.arimadata.com