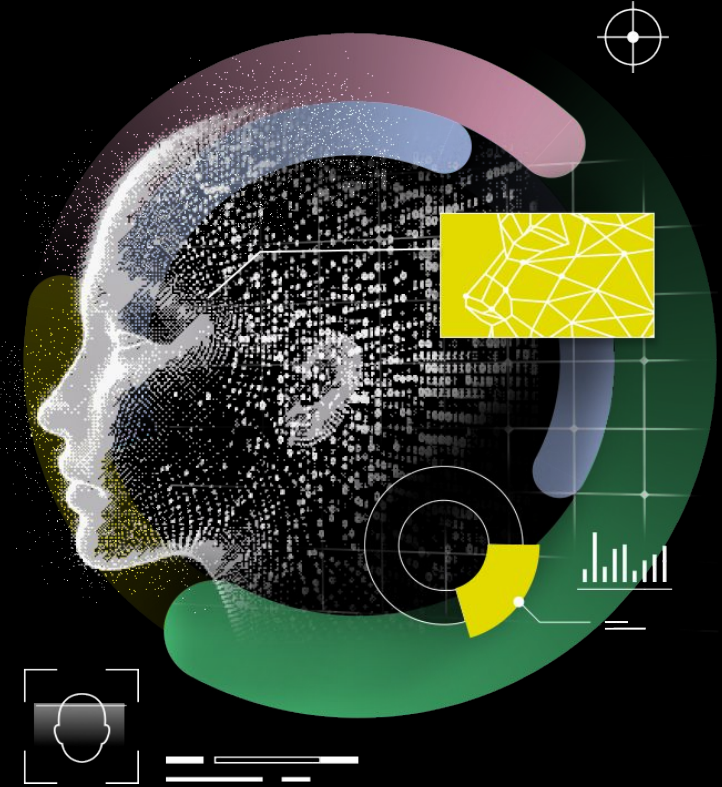


arima

Arima Planning Tools

- / Persona Insights
- / Cross-Media Planner
- / Location Intelligence



Why Modern Agencies Need Media Planning Tools

Reach

Identify and engage the right people, at the right time, at the right place

Insight

Understand behaviors and motivations

Unification

Connect strategy, planning, tactics, and measurement, across every channel, team, and partner.

Efficiency & Effectiveness

Optimize budget allocation and reduce wasted spend

Agility

Adapt plans quickly with real-time, data-driven updates

Impact

Prove ROI and deliver measurable business outcomes

Flexibility

Run scenario tests for marketing strategy with no additional cost

Agencies need solutions that are more **precise, flexible, and scalable.**

Arima's Planning Tools deliver a complete answer, enabling speedy, more cost-effective marketing budgeting and strategy execution.

Why Brands Need Media Planning Tools

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**One platform,
a better way**

**Make more
with Arima**

Persona Insights

Create insights that drive results

Know your audience beyond demographics to maximize marketing impact.

- What are their interests, values, and lifestyle?
- Where do they spend their time?
- What are their buying journeys?

Cross-Media Planner

Optimize your budget & maximize returns

Cut the waste, fuel the winslet data guide your budget strategy.

- What's the optimal channel mix for my audience and campaign?
- How can I leverage MMM insights to optimize my strategy?
- How should my mix change when my budget changes?

Location Intelligence

Boost effectiveness with location insights

Meet your audience where they are for smarter, more impactful campaigns.

- Where do my customers and prospects live?
- What are their travel patterns around key destinations?
- How can I locate non-digital media more effectively?

Peer-Reviewed Academic Research:

Synthetic Society™

A **privacy-by-design dataset** that statistically mirrors the real society by synthesizing more than **50,000 attributes** from trusted data sources like census, market research, mobility and purchase patterns.

Covering all of Canada and the U.S., attributes cover multi-category product and service retail, purchase and usage behaviour, demographics, psychographics, geo-demographics and mobility.



A Tool For Every Stage Of Your Workflow

Prove + Boost ROI

Show what's working, unify results across channels, and maximize returns.

Plan Local Campaigns

Zoom into niche markets and neighborhoods to activate spend where it matters most.

Anticipate Non-Media Factors

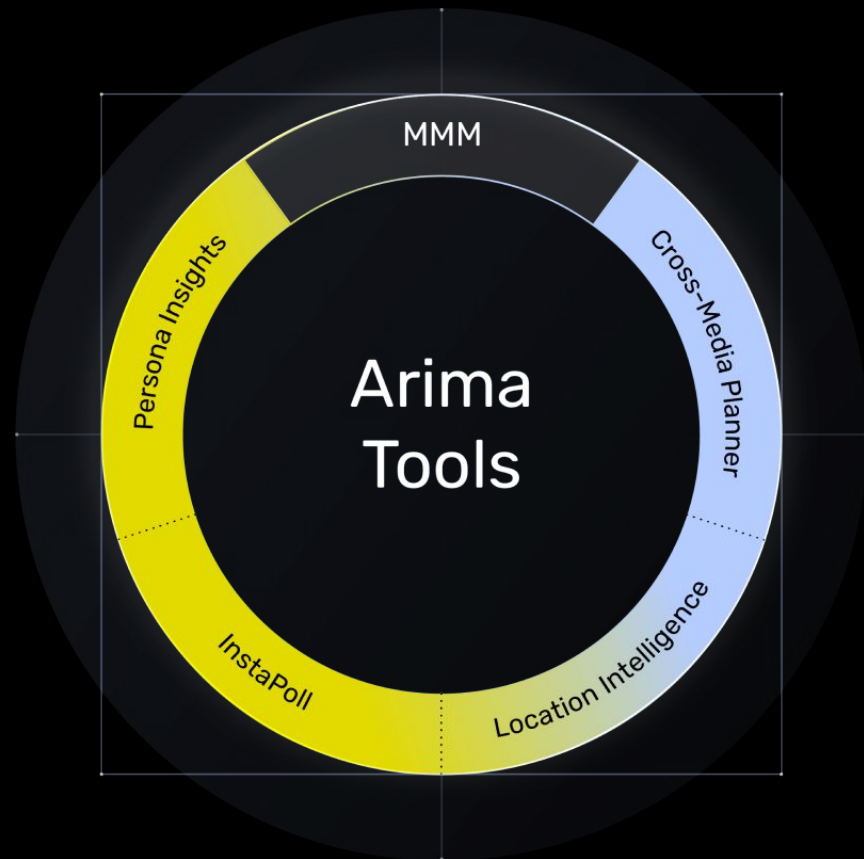
Monitor market-level competition, traffic, and delivery trends.

See the Full Market

See beyond your customer base and discover untapped potential.

Insert Your Goal Here

Every organization has unique goals. Arima's tools adapt to yours.



Audience First

Ways to define your audience by using Arima's Persona Insights.

Variables-based

Select among 50k variables + InstaPoll to create a custom audience

Age, Gender, Location, Behaviors, Attitudes, Motivations, Habits...

OR/AND

POI/GeoPath

Geo/Visit - Select certain Points-Of-Interests and find audiences within target radius

- USA: City, Country, Local Market Area, MSA, State, ZIP
- Canada: City, CMA, Federal Electoral District, FSA, Province

... a unified audience foundation, defined once and applied **across all Arima tools.**

An improvement on existing segment-based geocoding solutions

Other Geocoders see averages

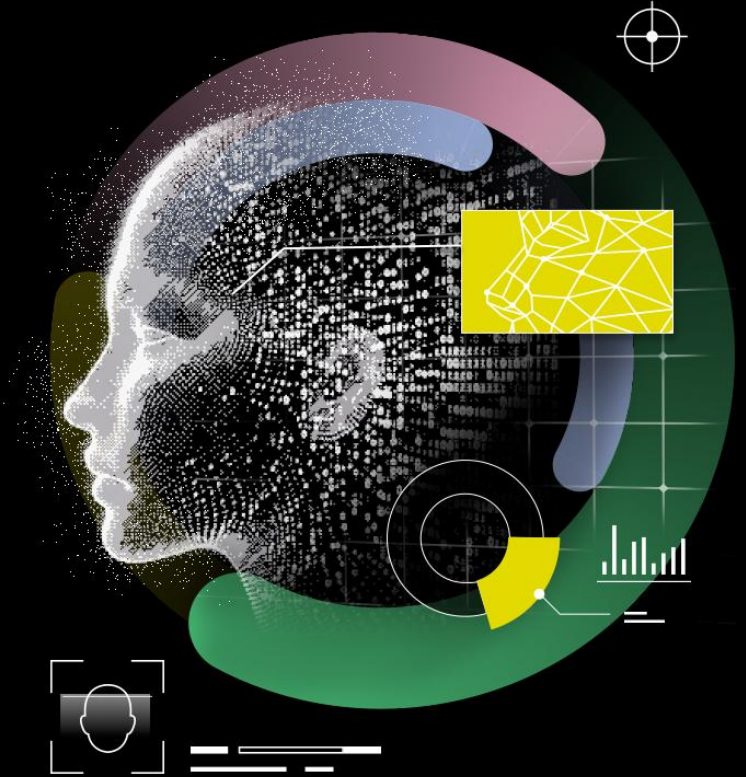


Arima reflects individuals



Persona Insights

Comprehensive consumer insights
that drive results





50K Attributes

Demography

Population, household, income, education, and regional characteristics.

Shopping Behavior

Product preferences, purchase intent, usage and frequency across categories.

Health & Wellness

Behaviors and attitudes toward health, fitness, and nutrition.

Lifestyle & Psychographics

Motivations, values, interests, and attitudes that influence consumer choices.

Media & Technology Usage

Digital habits, device engagement, and content consumption.

Home & Professional Life

Home ownership, lifestyle priorities, work style, and financial outlook.

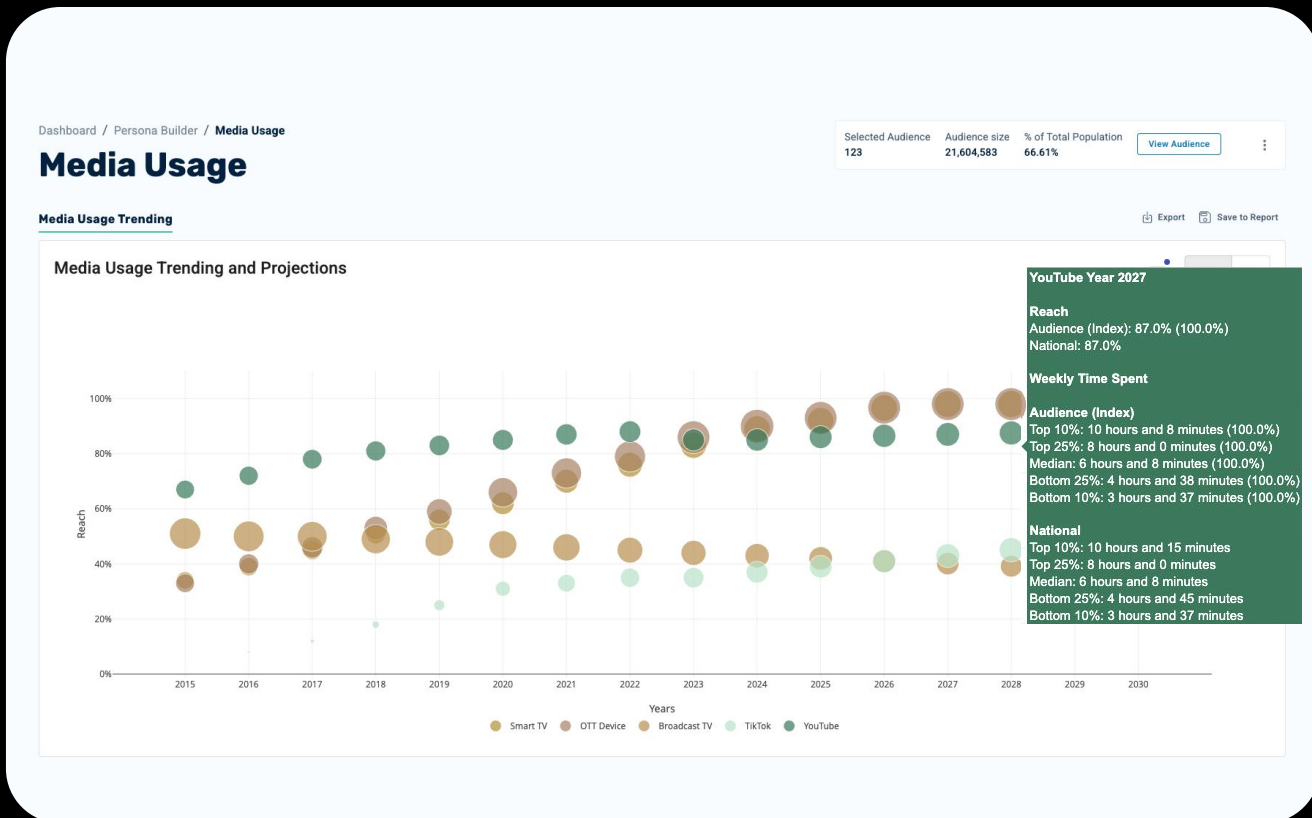
Describe the Audience

Understand who they are through key demographic and behavioral insights.



Explore media usage trends

Efficiently track how audiences engage with media channels over time.



Sizable Audience Attributes

Explore audience dynamics by connecting up to three questions for deeper insight

		PERCENT	COUNT	INDEX								Edit Table Variables
Home / Home Heating / Type of fuel used to heat home		Utility Gas	Bottle tank or LP gas	Electricity	Fuel Oil Kerosene etc.	Coal or Coke	Wood	Solar	Other	No heating	Row Total	
Media / Media / Actively uses social network: Facebook	Shopping / Shopping / Cents-Off Coupons - Types You Use Other											
Yes	Yes	5.66%	0.25%	10.08%	0.01%	0%	0.27%	0.05%	0.01%	0.04%	17.37%	
	No	14.8%	0.43%	32.8%	0.02%	0%	0.72%	0.19%	0.03%	0.21%	49.21%	
No	Yes	3.01%	0.12%	5.27%	0%	0%	0.12%	0.03%	0.01%	0.02%	8.58%	
	No	5.96%	0.2%	17.09%	0.01%	0%	0.35%	0.1%	0.02%	0.12%	24.84%	
Column Total		31.43%	0.99%	65.24%	0.05%	0.01%	1.46%	0.37%	0.07%	0.39%	100%	

Connect Insights

Spot patterns in audience traits and behaviors

Dashboard / Persona Builder / Behaviour Discovery

Behavior Discovery

Selected Audience: 123 | Audience size: 21,604,583 | % of Total Population: 66.61% [View Audience](#)

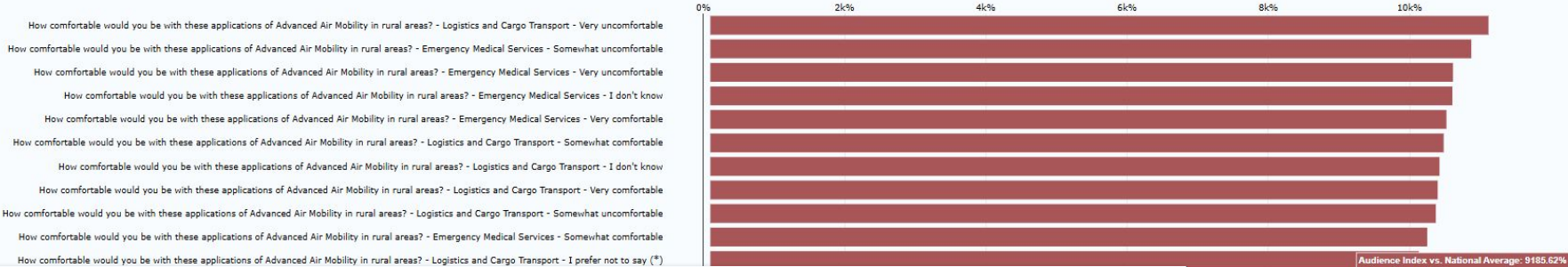
[Export](#) [Save to Report](#)

Edit Behaviour Variables

(*) indicates a small audience. Please use with caution.

How to read this graph

INDEX PERCENTAGE
 Select Index Filter: All
Filter by Region: National
 Group Similar Attributes
 Show Top 10 & Bottom 10 Only



How comfortable would you be with these applications of Advanced Air Mobility in rural areas? - Emergency Medical Services - I prefer not to say (*)

Audience Index vs. National Average: 9185.62%
 National Count: 1,824
 National Percentage: 0.01%
 Audience Count: 11,691

Cross-Media Planner

Optimize your budget
& maximize returns

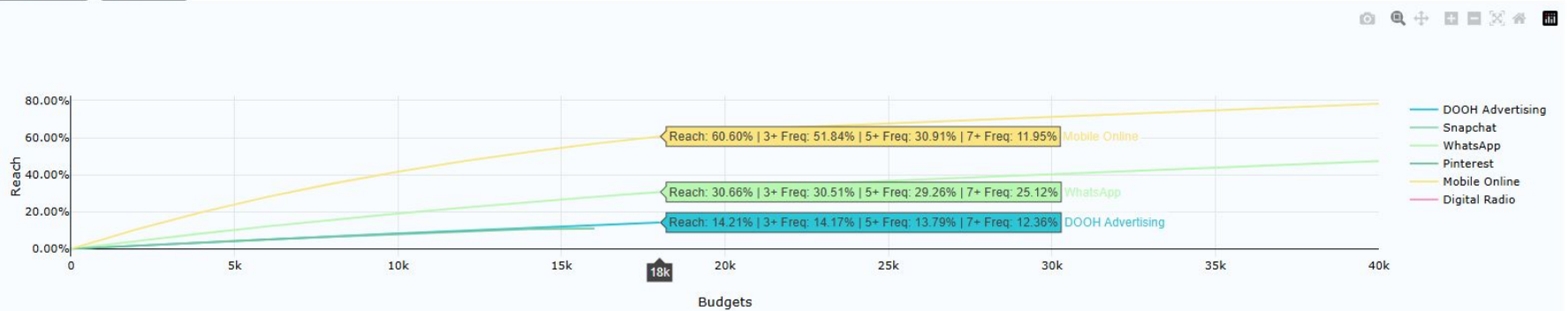


How Media Reaches

Extend reach through smarter, more cost-efficient planning

Reach Curve

Options All Curves



- DOOH Advertising
- Snapchat
- WhatsApp
- Pinterest
- Mobile Online
- Digital Radio

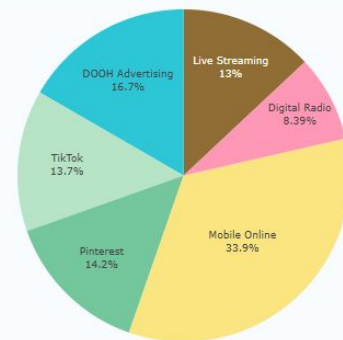
Optimize Media

Drive marketing efficiency and effectiveness

Optimal Media Mix Breakdown

Campaign Budget: \$1,000,000

Channel	Budget	Impressions	Reach	Incremental Reach	Frequency	3+ Frequency	5+ Frequency	7+ Frequency
Live Streaming	\$130.3k	26.1M	39.7%	0%	3	24.1%	7.7%	1.4%
DOOH Advertising	\$166.7k	8.3M	17.4%	0%	2.2	7.4%	1.4%	0.1%
TikTok	\$137.5k	9.2M	15.4%	0%	2.8	8.7%	2.5%	0.4%
Pinterest	\$142.5k	14.2M	22.8%	0%	2.9	13.3%	4.1%	0.7%
Mobile Online	\$339.2k	33.9M	63.3%	5.6%	2.5	31.5%	7.5%	1.0%
Digital Radio	\$83.9k	8.4M	8.8%	0%	4.4	7.2%	4.0%	1.4%
Total	\$1.0M	100.1M	78.8%	N/A	5.9	73.7%	55.2%	29.6%



Cross-Media Planner Works Best With MMM

For a more precise measurement and forecasting of media impact.

Cross-Media Planner recommends the optimal online and offline channels mix and enables dynamic media planning.

By feeding in MMM coefficients, it ensures the reach curve reflects key market factors and external influences such as inflation, seasonality, and competitive pressures, resulting in smarter and more impactful campaigns.

The screenshot shows the Arima Cross-Media Planner interface. At the top, there is a '+ Add New Campaign' button and a dropdown menu for 'Chartwell Audience'. Below this, there are two buttons: 'Adjust Campaign' and 'Objective Curve'. The 'Objective Curve' button is highlighted, and a dialog box titled 'Step 2: Campaign Objective' is open over it. The dialog box contains three radio button options: 'Maximize Reach', 'Maximize Revenue', and 'Build Activation/Brand'. The 'Import MMM Data' option is selected and highlighted with a yellow border. Below the selected option, there is a text input field containing 'SELECT MMM'. In the background, a 'Reach Curve' chart is visible, showing a line graph with data points and a legend.

+ Add New Campaign Chartwell Audience ▾

← Adjust Campaign Objective Curve Optimal Media Mix Breakdown

Reach Curve

Options All Campaigns

Reach: 0.00% | 3+ Fr
Reach: 0.00% | 3+

0.00%
0.00%
0.00%
0

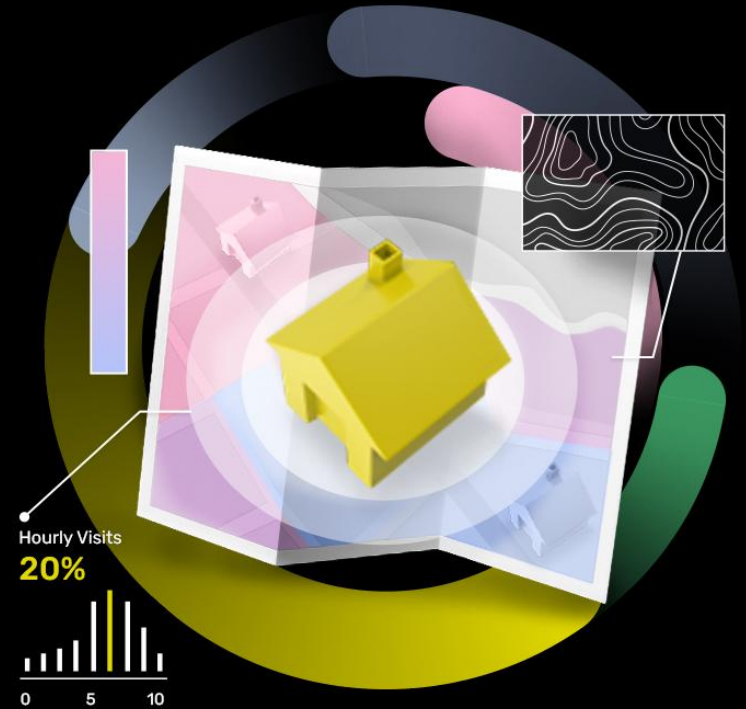
Step 2: Campaign Objective ⓘ

- Maximize Reach
- Maximize Revenue
- Build Activation/Brand
- Import MMM Data
Build a campaign based on your MMM KPIs

SELECT MMM

Location Intelligence

Boost targeting with audience location visualization

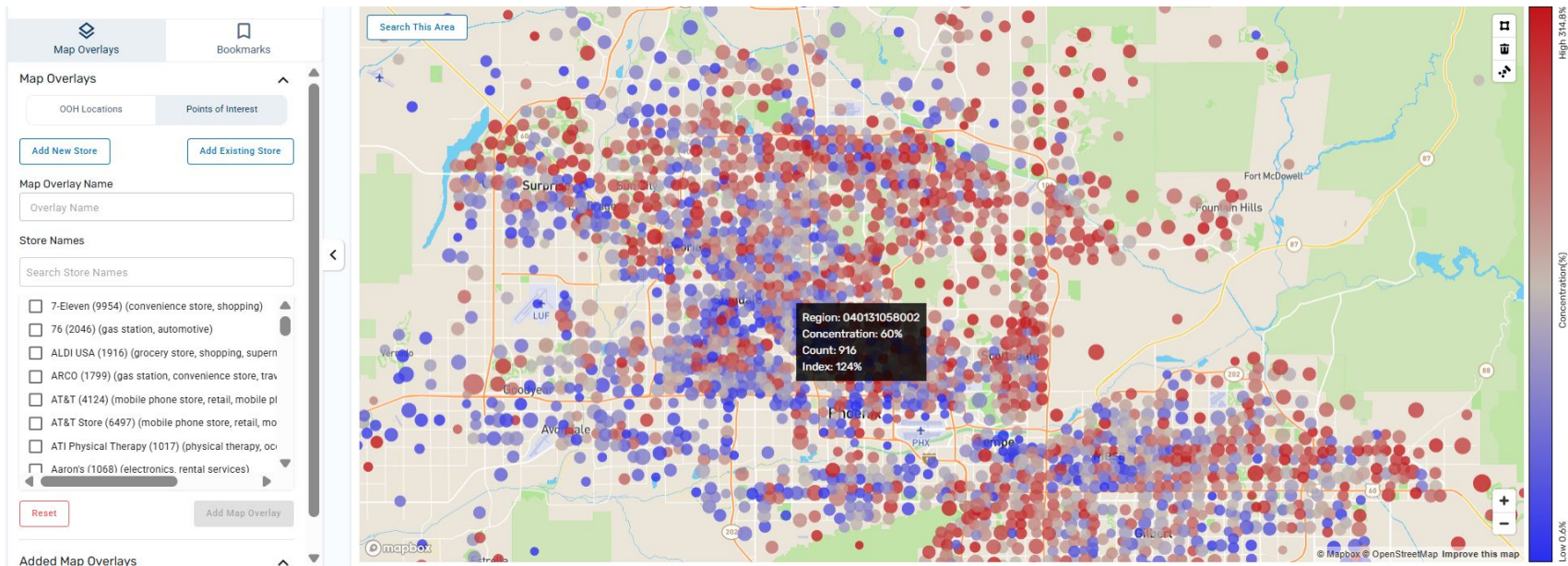


Unprecedented levels of granularity

Map View	Canada	US
Where Audiences Live?		
FSA/ Zip View	FSA	Zip Code
Postal Code / Census Block Group	Postal Code	Census Block Group
Federal Electoral District (FED)	✓	
Where Audiences Are During The Day?		
Traffic Map (Movement)	✓	✓
Traffic Map (Heatmap)	✓	✓

Population Density

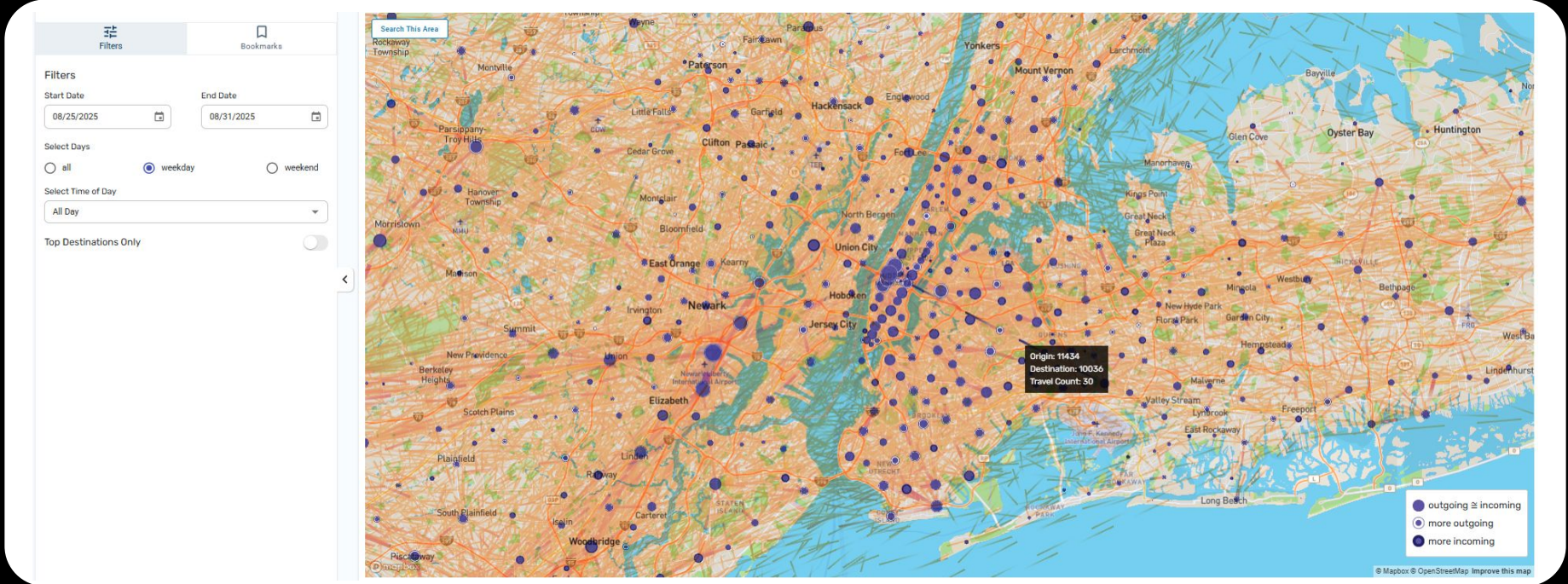
Find where your audience clusters and their proximity to key spots



** The redder the dot is on the map, the higher the target audience concentration is.*

Traffic Movement

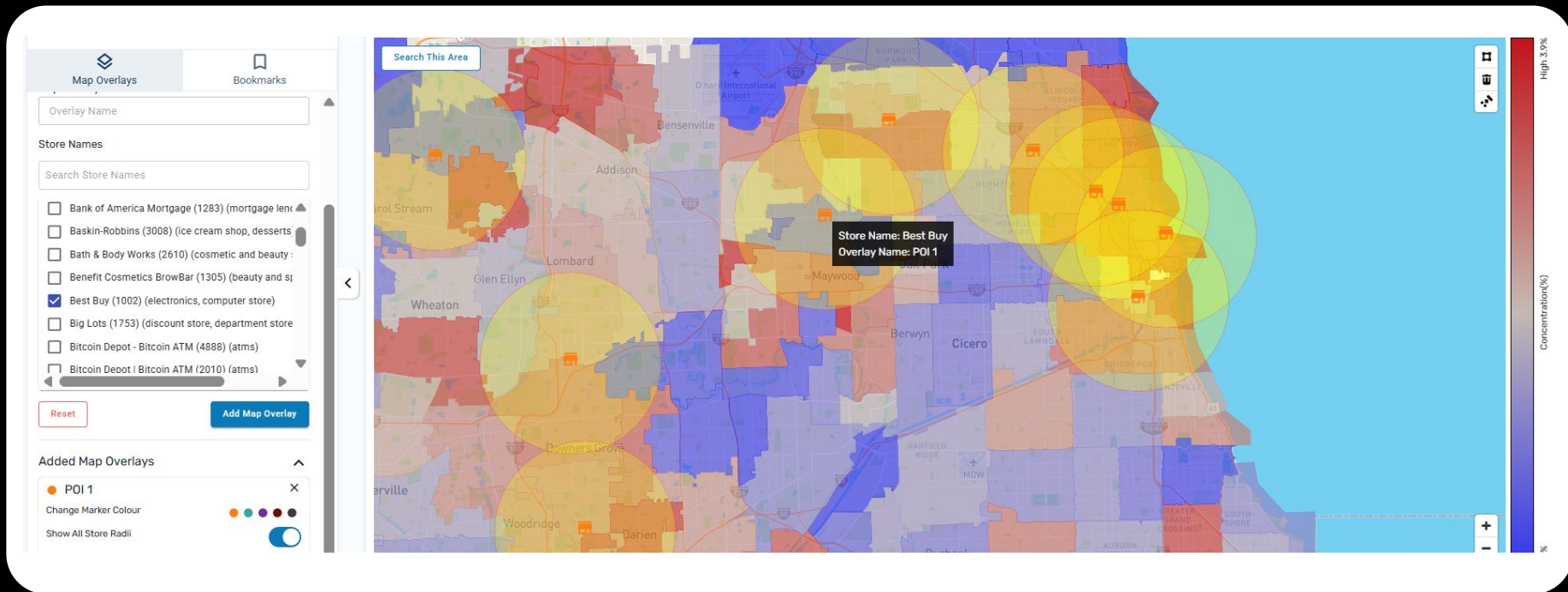
See daily movement patterns across locations



** The bigger the dot is on the map, the higher volume of traffic movement happens.*

Add Overlays

Quickly visualize point-of-interest and OOH sites with their coverage zones



** Adjust the radius to reach your exact audience*

Your Competitive Advantage - Why Arima?

Unlimited Use Platform	Access all Arima tools without limits, built for constant exploration and faster decision-making.
Fast, Easy-to-Use, AI-Enabled Analytics	Powerful insights delivered through an intuitive interface, so teams can move from question to answer in seconds.
Next-Generation Data: The Synthetic Society	A major improvement over traditional geocode solutions, offering richer, privacy-safe, hyper-local intelligence.
On-Demand Information	Learn about your target audience with just a few clicks, no long turnaround times.
Efficiency & Visibility	Turn every region, store, and audience cluster into a measurable opportunity – and see exactly what drives performance.
Effortless Reporting	Create custom reports and easily share them with clients, colleagues, and prospects.
Unified Workflow Intelligence	Strategy, planning, tactics, and measurement all live in one connected platform – giving marketers a true end-to-end view across the workflow.

Plan Visible Local Campaigns

With hyper-local synthetic data, users can improve visibility among their target audience(s) by zooming into markets and neighborhoods to activate spend where it matters most.

How Arima Helps

Location Intelligence

Finds the hotspots for your audience.

Persona Builder

Reveals who's actually in those markets and what they care about.

Cross-Media Planner

Reveals how spend works differently from one market to another.

End result Local campaigns that make an impact.

Account for Non-Media Factors

Understand the effect of competitor promotions, shifting foot traffic, and delivery demand at a market-by-market level.

How Arima Helps

Cross-Media Planner

Lets you adjust spend, rebalance reach and frequency, and scenario-plan when external forces shift.

Location Intelligence

Shows where foot traffic is rising, falling, or being pulled away by competitors so you can redirect spend in real time.

InstaPoll

Rapidly tests offers, messaging, and creative to understand how different markets may react before you scale.

Persona Builder

Identifies which audience segments are most sensitive to non-media factors, helping you tailor targeting and promotions accordingly.

End result

Plans that stay ahead of external forces, optimizing for the right audience, right place, and right moment.

See Customers AND Prospects

See beyond your customer base and uncover untapped audiences.

How Arima Helps

Persona Builder

Expands your view beyond current customers to identify new segments.

Location Intelligence

shows where untapped audiences live and how markets differ.

InstaPoll

Tests new offers and creative angles to engage both loyalists and prospects.

Cross-Media Planner

Optimizes your media spend to efficiently reach the right audience across every touchpoint.

End result

Move from a narrow view of customer data to a 360° market perspective.

Case Study: Coca-Cola

- Challenges** Coca-Cola needed to pinpoint the best vending machine locations by understanding real consumer mobility patterns. They required data that was granular, statistically significant, and seamlessly integrated with existing analytics systems.
- Solutions** With **Synthetic Society™**, Coca-Cola analyzed over 25,000 demographic variables to create accurate consumer profiles for each vending machine visit. Using **Location Intelligence**, Arima helped model mobility patterns and predict high-performing sites—combining first-party data with synthetic datasets for precise, scalable placement.
- Results** The probability of selecting a high-performing location increased from 45% to 68%, as well delivered 43% higher sales with a 76% higher sales index.

[Read the full case study](#) ↗



What Our Clients Are Saying



We've searched, a very long time for something that fits us and the way that we put strategy first, in media as opposed to principle buying.



Emily

Head of Media Strategy at Epitaph



AI-optimized media plans. The beautiful dashboard and automated live reporting improved our work efficiency and team collaboration and dramatically reduced our costs.



Scott S

EVP at Epitaph



Arima has changed how I support our sales teams, making reach and frequency predictions more accessible and efficient while providing audience insights in a user-friendly way. Thank you for being so responsive to our needs!



Josie K

Marketing Technologist at Rogers

Trusted By:



Partner With:



Acknowledged By:



Best Marketing
Analytics Platform



DIGIDAY



Tech Innovator



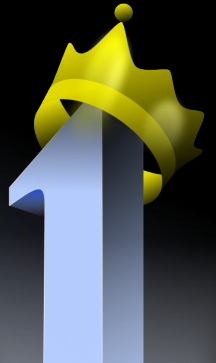
Gartner



Foundational Models
Changing Measurement



amazon ads



Curious About Other Arima Tools?

Dive deeper ?

**Synthetic
Society™**



**Marketing
Mix Modeling**



InstaPoll



Stay In Touch

arima



Scan to visit
Arima website



Scan to connect on
LinkedIn!



Appendix

Read [Persona Builder OnePager](#)

Read [Cross Media Planner OnePager](#)

Read [Location Intelligence OnePager](#)

Learn More About [Arima Data Sources](#)

Read [Technical Overview of Cross Media RF Planning](#)

YouTube Playlist [Getting started with Arima's Media Planning Tools](#)

Workflow

