

ACCELERATOR



Boost marketing ROI with data-driven insights on media channels

Optimize media spends to drive full-funnel effectiveness across sales and retail channels with Sigmoid MediaIQ. This solution empowers marketers with near real-time intelligence and insights into marketing channels, campaigns, ad placements, creatives, and audiences.

[Explore MediaIQ](#)

THOUGHT LEADERSHIP

Achieving real-time visibility and agility with Supply Chain Control Tower



43% of organizations lack visibility into tier-one supplier performance, leading to inefficiencies and disruptions. Our latest whitepaper offers a blueprint to transform your supply chain with key insights on: Overcoming performance measurement challenges, building a unified platform for real-time supply chain management and enhancing agility and resilience with SCCTs.

[Download Whitepaper](#)

BLOG

Maximizing the impact of customer analytics with composable CDPs



In a world where customer expectations are higher than ever, leveraging Composable Customer Data Platforms (CDPs) is crucial for success. Explore more to quickly adapt to market changes and customer needs with CDPs and make data driven decisions.

[Read Blog](#)

Top picks in the data engineering, AI, and analytics, with thought leadership content to get the most out of the data world.

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