



Not Your Average Analytics Platform

In today's fast-paced and ever-evolving business landscape, organizations face mounting pressure to deliver on their most strategic initiatives and demonstrate measurable results. However, tracking and measuring the progress and performance of these initiatives can be a daunting task, particularly when it comes to understanding true impact. Organizations often struggle to capture accurate data from different sources, identify meaningful insights, and tie these insights back to desired outcomes.

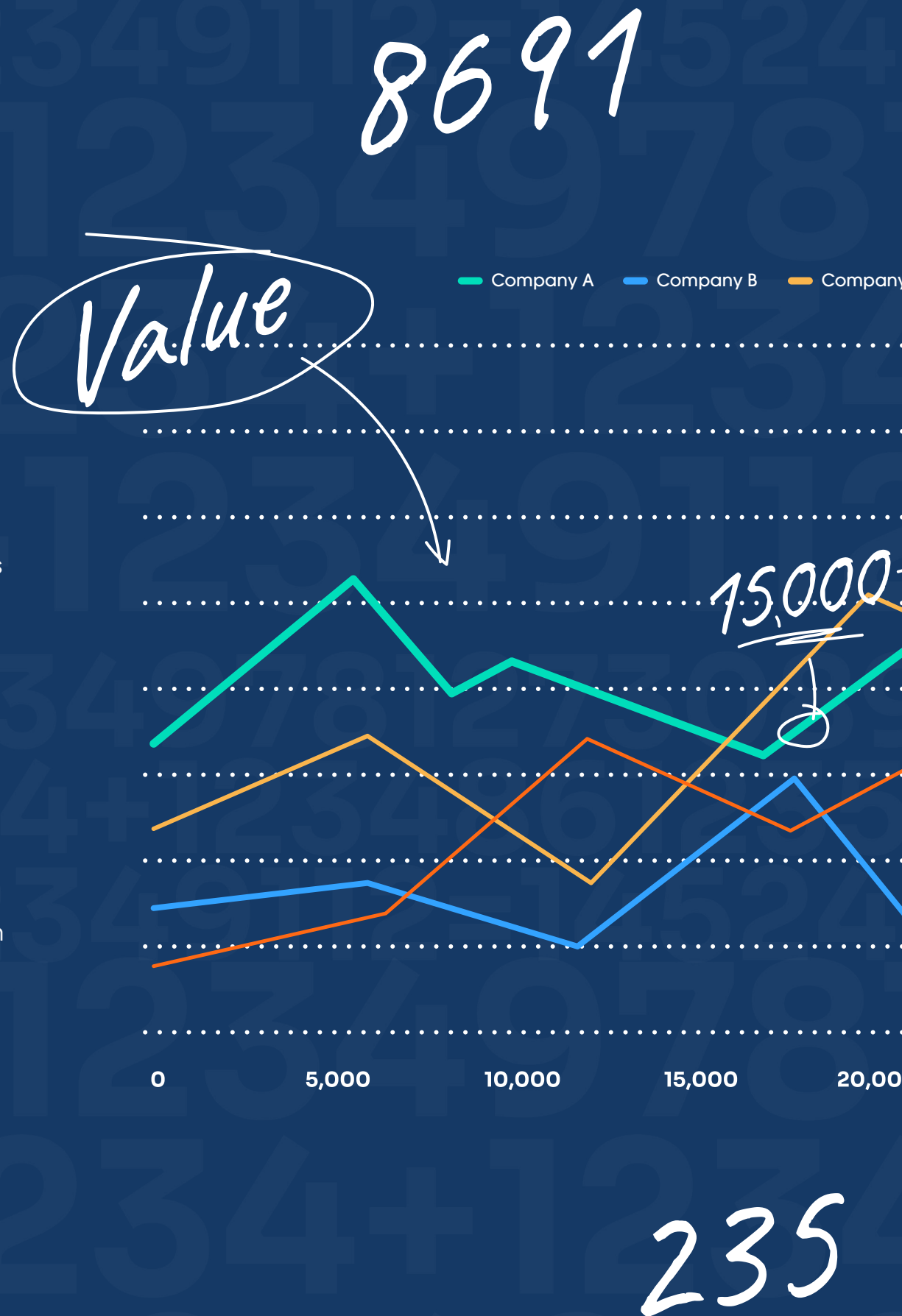
Moreover, strategic initiatives often require input from various functional areas as well as outside organizations such as partners, vendors, investors, and more. This adds a layer of complexity to data collection and analysis. Data security is a growing concern in the digital age and the risk of sensitive data falling into the wrong hands is a constant worry for organizations. This can hinder partnering organizations' willingness to share data and insights with each other, making it difficult to capture a true picture of performance.

When initiatives span multiple functional areas or organizations, another challenge is that it is difficult to establish a single source of truth that provides

all stakeholders with a comprehensive view of the progress being made. It's difficult to drive action across multiple, independent organizations without a shared understanding of a strategy's effectiveness. This often leads to initiatives stalling and never fulfilling their intended purpose.

A new approach is required. Organizations need a digital infrastructure to manage and measure their most strategic initiatives and highest level company objectives. Using the Metaimpact platform, organizations can tap into advanced analytical capabilities to track leading and lagging indicators of initiative performance, enabling them to swiftly make adjustments and converge on alternate strategies when warranted.

To gain a better understanding of how Metaimpact operates, let's walk through the standard data and metric onboarding process.



Step 1: Outcome Definition

When onboarding a new customer, Metainpact starts with a discovery meeting to confirm the platform's intended use and determine what metrics need to be created to measure performance and impact. Usually metrics are tied to an initiative's desired outcomes. If, for instance, an organization would like to become carbon neutral by a specific date, a metric associated with that outcome might be 'remaining carbon emissions' or something similar.

From there, we determine what data is needed to create the set of determined metrics and identify who administers or owns the data source(s). Metainpact's preference is to get the data administrator(s) involved as early as possible to accelerate the process.

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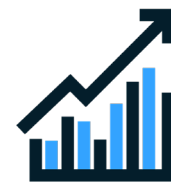
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1



What metrics are needed to measure progress toward desired outcomes?

2



Where is the data needed to create these metrics generated?

3



Who administers or owns the data source(s)?

Step 2: Data Instrumentation

Data instrumentation can seem daunting, but it's not as complicated as it sounds. Metaimpact creates a private, secure environment for all users to instrument any software application, system, or digital endpoint. Most often, data is generated from systems owned by the companies using Metaimpact or the various organizations they are working with. This could include operational systems, marketing automation platforms, CRMs, or even a company's own product. Rest assured that Metaimpact works with customers to identify the data needed from these sources and only collects what is necessary. This data can be pushed to Metaimpact via an API, webhook, third party integration tool, or custom solution.

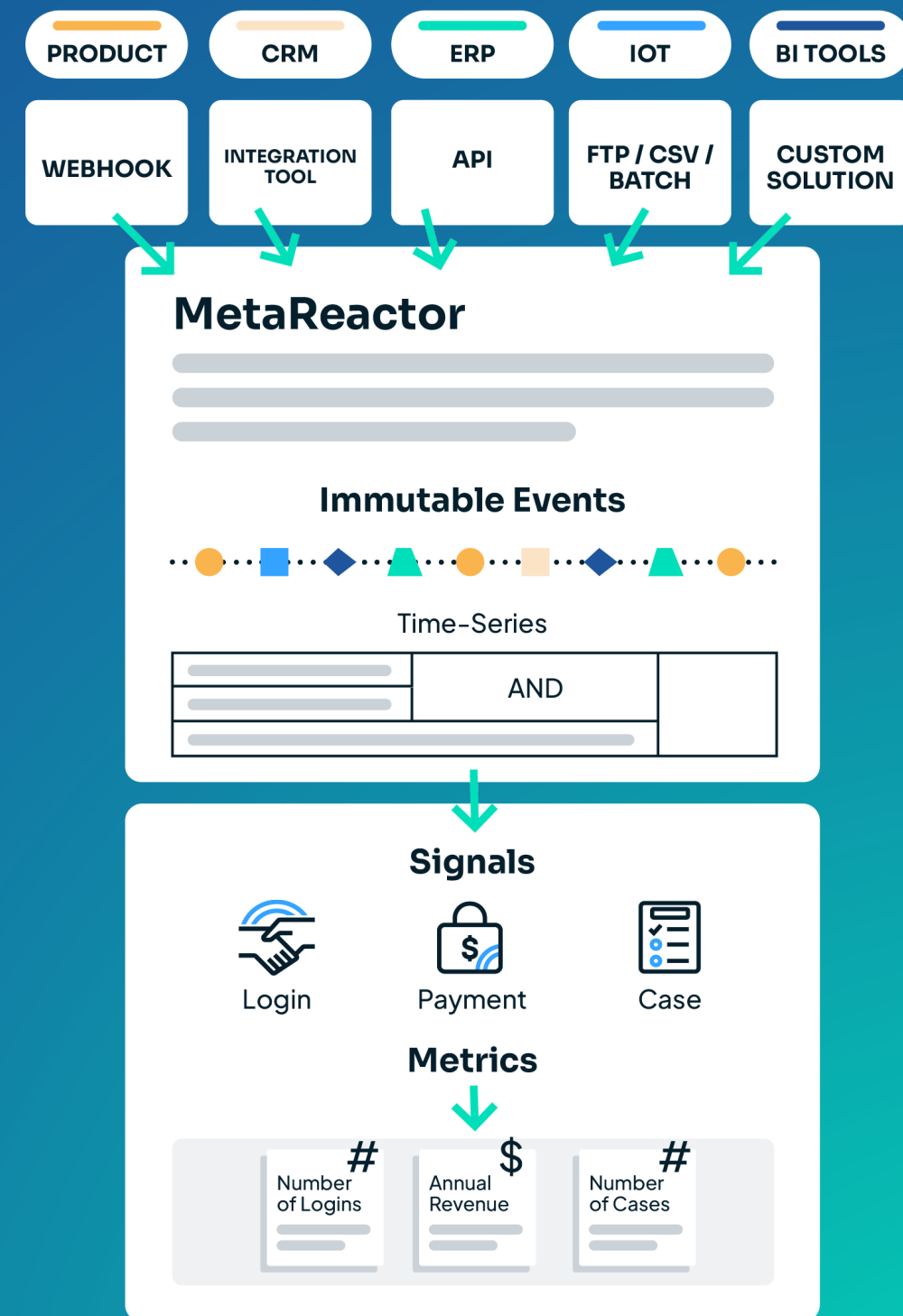
Any data that comes into Metaimpact must be event-based. An event is any action or behavior that occurs within a digital touchpoint. Once business systems have fed raw events into Metaimpact through a connection, they arrive in the MetaReactor. The MetaReactor processes raw events through a complex event processor to produce a signal that can be used to measure real-time value creation and impact. By normalizing the data, the platform is able to adjust values measured on different scales from different platforms to a common scale so various data sources contribute to a single signal in Metaimpact. Signals are also "time-series based" meaning that we register data points in successive order which allows users to understand how metric values have changed over a period of time.

This process assumes that the identified data exists and can be accessed. If, on the other hand, the data doesn't exist in a system of record, Metaimpact can instead ingest the data from an excel or CSV file. Users also have the ability to create manual metrics when data automation is not possible. Manual metrics rely on a user inputting data and are frequently used as a first step in achieving internal alignment and positioning. Logging manual metrics is not always the most efficient long-term option, but until a solution is determined, it's an easy alternative.

Data Security

Metaimpact has prioritized data security from the beginning. All Metaimpact customers have full control over the organizations they connect and collaborate with in the platform, the ecosystems they join, and how their data is used and shared. Instrumented data can also be anonymized to remove personally identifiable information (PII). This ensures that the data cannot be linked back to an individual and protects the privacy of those whose data is being analyzed.

Additionally, Metaimpact is SOC 2 Type 2 certified, data is encrypted at rest and protected by TLS in transit, 3rd party penetration testing firm is performed on a quarterly basis, and multi-factor authentication is required during the sign-in process.



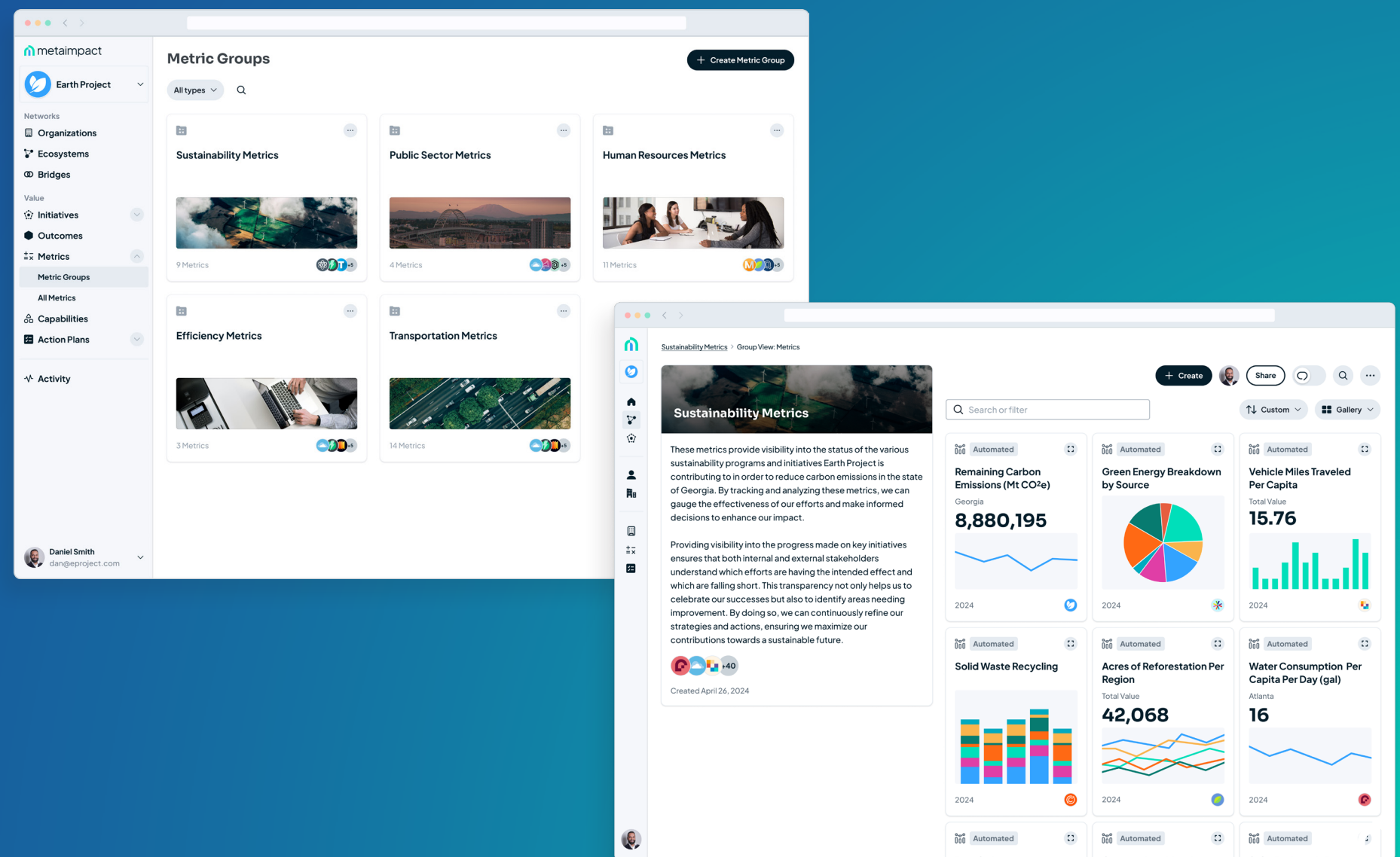
Step 3: Metric Creation

The process of creating an automated metric is straightforward in Metaimpact. Companies use a simple formula to calculate the value, count, sum, or average of any signal data that has been instrumented. Metrics can be tailored to a specific organization's performance or designed to provide a comprehensive view of performance across multiple organizations—even an entire ecosystem.

Once a metric has been created within the Metaimpact platform, it's added to the organization's metric grid for internal viewing and can be grouped by type. A metric can also be added to any ecosystem, initiative, shared space, or outcome that it's aligned to. If an organization wants another internal department or external stakeholder to have access to a metric in order to understand how an initiative or goal is progressing, sharing it in an ecosystem, initiative, or shared space provides visibility to all stakeholders that have been invited into that space. Sharing metrics in this way also eliminates data ownership issues as these spaces are not "owned by" a single organization. Rather, they are neutral, third-party locations where all organizations have equal access and rights.

Metaimpact offers a number of metric functions to improve understanding and discovery. Users have the ability to create a metric using other metrics as inputs, view a metric within a specific timeframe to better understand how an organization or ecosystem is progressing toward specific targets, and use metrics for benchmarking purposes. In terms of benchmarking, in the platform, Metaimpact users are able to select any number of organizations to compare at a metric

level and visually analyze over time. This is beneficial for a number of reasons. By mapping the performance of various organizations at once, users are able to see which internal and external stakeholders are pulling their weight in regards to outcome contribution, gain a better understanding of key strategic relationships, see if certain organizations are skewing overall success rates, and more.



Developing Your Metric Strategy

Since Metaimpact has the ability to tap into any data source, it can be tempting to start measuring everything. Instead, we recommend tying everything back to the initiatives and outcomes users are managing in Metaimpact. Metrics tied to goals and objectives provide insight into which efforts are on track and which are straying from the intended direction so all parties can recalibrate and align on a new approach when needed. In order to be impactful, metrics need to be actionable.

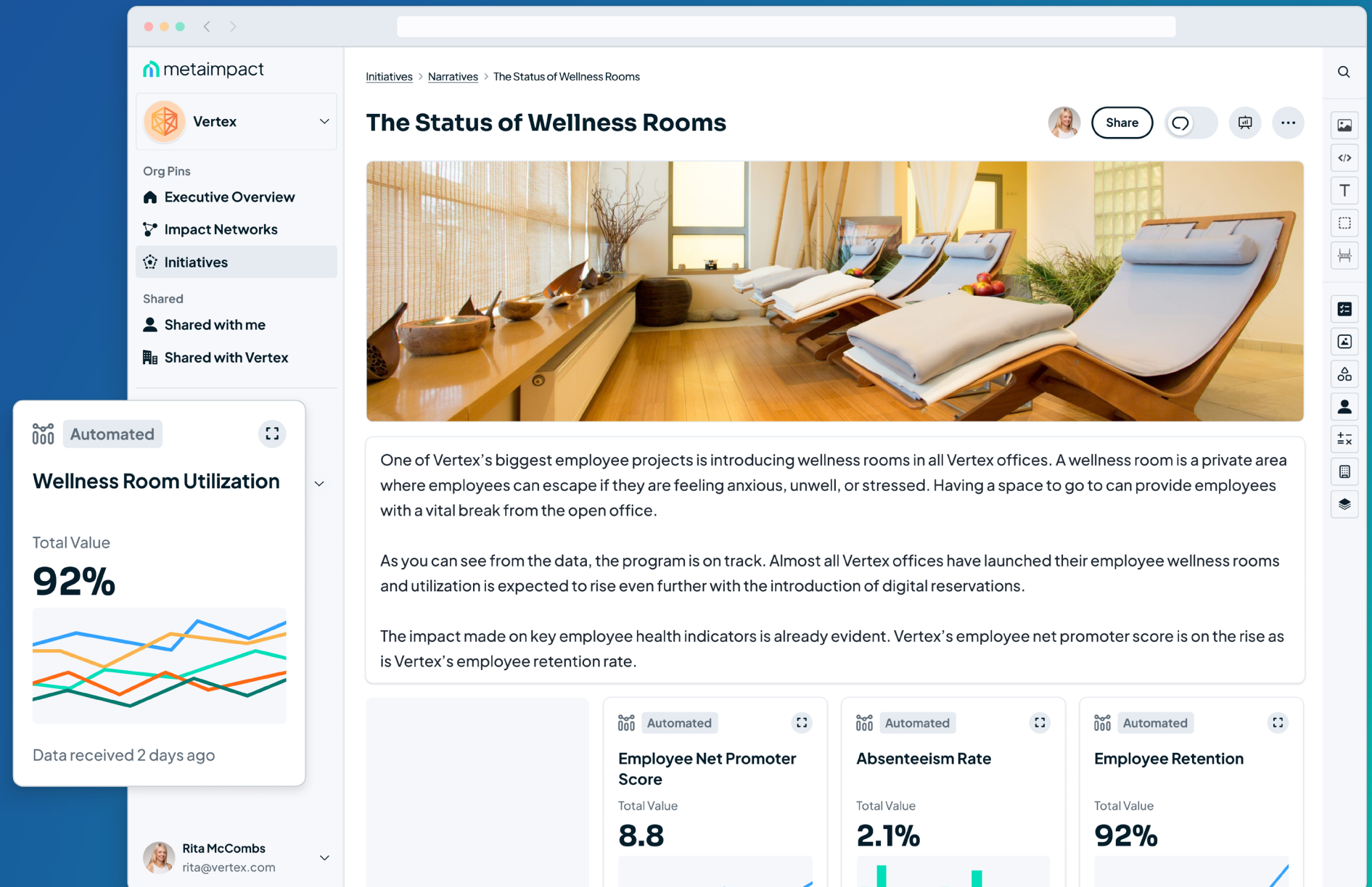


Step 4: Data Storytelling

An important aspect of making data actionable is presenting key findings in a compelling way that persuades, motivates, and mobilizes key stakeholders. In order to drive progress, it's imperative to arm upper management with the knowledge they need to make the best strategic decisions. That should be easy considering that Metaimpact gives organizations access to an abundance of metrics that update in real time. However, in most cases, an extra step is needed to truly drive action from the top down.

Metaimpact gives users the ability to create and share data narratives that provide critical information to executives and contextualize key insights. Within shared spaces, users can create any number of data narratives using custom copy and imagery as well as live metrics, outcomes, action plans, and other Metaimpact objects. Using these components, users are able to craft data into a comprehensive story arc that communicates the status of an initiative or project with a suggested course of action.

Once a data story is crafted in a shared space, it can be shared with executives by inviting them into the space. It's a mutually beneficial system. Upper management gets to adopt a standard, streamlined process for reviewing and actioning key insights and employees benefit from enacting data-driven change that ensures their success.





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Quantifying the impact of strategic initiatives is a critical aspect of success in today's digital age. It's a task that is becoming increasingly complex, yet more vital than ever before. Fortunately, Metaimpact provides a framework for organizations to manage their most strategic initiatives in a measurable and meaningful way.

