

# ATAPA

## Give your innovation the best chance of success

### What is Atapa®?

It is an innovation launch simulation software that explains and forecasts sales from paid and unpaid communications.

### Who is it for?

Organisations and agencies use Atapa® to generate what-if scenarios for new products and services launches.

With media fragmentation and the rising importance of non paid media factors like word of mouth, creating high return marketing plans for launching new products and services is increasingly difficult with current media planning tools and analysis techniques. Especially as they are generally silent on the deeper question of why you get a particular result from your media spend. So what approach should you use?

One fresh alternative is agent based modelling (ABM), which takes the perspective of the individual and their behaviour to model reality. Atapa®, through its application of ABM, permits rapid, accurate, cross-channel ROI understanding and forecasting for paid, owned and word of mouth communication.

Atapa® helps you out-promote your competition and improve margins in three key ways:

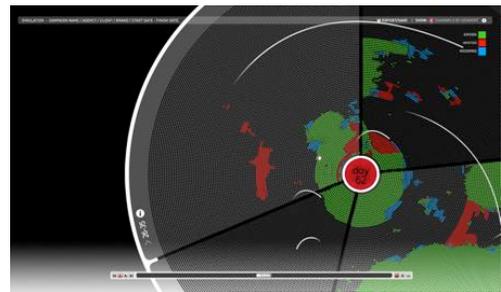
### 1. Understand how your channels perform

It can simulate the interacting effect of different media mixes at an individual level over time to model the real world. By creating a virtual test market you can analyse past and future campaigns. Sales are attributed by channel over time and against advertising pressure.



### 2. Forecast your results

Atapa® lets you run simulations of what-if scenarios and see the forecasted results. It can explain what is happening over time and, just as importantly, why. You'll be able to quickly and cheaply identify the best points of leverage to exploit and at what time.



### 3. Optimise your marketing spend

With a clear view of the interacting sales effects of paid and non paid media in your launch campaigns, and the ability to rapidly test what-if scenarios, the optimal media mix can be determined. A diminishing returns analysis feature helps you identify the ideal level of investment.

Atapa® increases the likelihood of successful innovation and reduces the cost of customer acquisition and retention.

For a product demonstration please email [hello@atapa.net](mailto:hello@atapa.net)