

SEE WHICH SPEND IS PAYING OFF, AND WHERE THE NEXT DOLLAR SHOULD GO.

Arcus shows CMOs, founders and executives at entertainment and lifestyle brands where their marketing money is working. It connects what their teams know, from sales, CRM and fan data to ads and agency reports, with what people say online, in one place the brand owns, and answers any question with the whole picture. Arcus doesn't make ads or buy media.

● CONNECT

Every piece of your data, in one place you own.

About three months, inside your own setup, and you approve each step. Answers land in Slack, email or Sheets.

● COUNT

Whether your marketing worked, against your own numbers.

Every sale, ticket or sign-up your ad accounts, partners and creators report, counted once. When you need proof, we run ads in some regions and pause them in others, then compare sales.

● LISTEN

To your audience, everywhere they talk.

Reddit, TikTok, YouTube, Discord, Twitch, Kick, Goodreads, Fable and more, counted and lined up with your own data.

● LEARN

What works, and what to make next.

A few slides with the answer on top, ending in what to keep, test and stop.

Real questions, real answers (names removed)

- **2.4x** the account's average views for one type of post: a trick with the can you could copy tonight (content report, a hard seltzer brand).
- **42x** the views for an acted-out bit compared with a sincere post (audience report, a streaming service).
- **157** sources behind ten slides. Every number links to its page (market report, a skincare brand moving into retail).

What it costs

- Try it free: \$0, plus a 30-minute walkthrough
- Setup (about three months) and monthly answers, reports and listening: scoped and quoted for your brand after the free answer

What we need to start

- One question you want answered
- Access to the accounts it touches, like your own sales, tickets or sign-ups

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Try it out for free: usearcus.ai/free-report · Book a call: usearcus.ai/book