

III RETRO

# Skip the noise. Go deep, app-deep.

Insights you didn't think you could access



## What is Retro?

Available across both iOS and Android, Retro (part of Measure's Digital Insights product suite) is Measure's unique solution to provide access to data you want but didn't know was available until now. Using our proprietary methodology within a private and trusted permission-based environment, Measure MSR app users provide access to their digital and mobile behaviors and media consumption to brands and agencies, while always being fairly compensated.



Website  
History



Amazon  
Purchases



Netflix  
Viewing



Media Consumption  
& More



& Much  
More

## How does it work?

Device metering is increasingly restrictive, expensive and laborious while providing data that is even more difficult to analyze and interpret. What if it didn't have to be so difficult? What if you could simply request individuals to share their behavioral data directly with you? This could be their Uber ride history, DoorDash orders for the past month, or what in-app media they've been watching.

Now you can. Simply tell us your digital behavioral insights needs and the Measure team will provide an overview of what our users can provide. Our network of highly engaged MSR app users receive fair compensation for sharing their data in a fully permissioned, privacy-first environment. Depending on the data requested, users of the MSR app will receive a notification of the requested data with full transparency of what will be required, how much effort, and under what conditions. Once the data sharing job is complete, they will be rewarded immediately, and you receive the data in either a slick dashboard summary or in a CSV file.



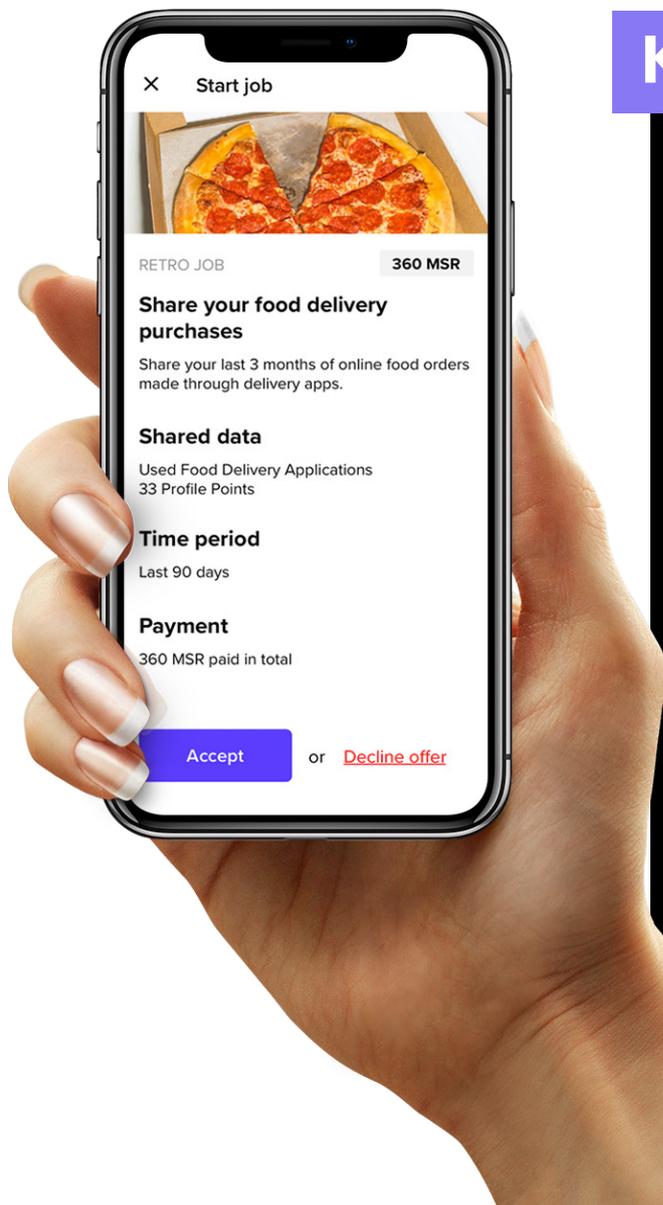
sales@measureprotocol.com  
<http://www.measureprotocol.com/contact>

Gain insights into which apps consumers use, how they use them, their device behaviors, and what media they consume. Our technology is ground-breaking so that consumers are always aware of what data is being collected and always in control of their data asset. This means greater data quality for buyers.

## Why do I need Retro?

Task-based behavioral insights avoid the noise and goes directly to the deep device, app and in-app data you really want. Measure's Retro provides this opportunity. We are acutely aware that data collection can differ greatly among various devices and platforms and that there is a large gap in understanding consumers across both iOS and Android.

This new service allows both iOS and Android users to interact in a similar way. Retro provides access to their consumption, but in a fun way that allows brands to access vital information all while consumers are fairly rewarded for their data.



## Key benefits

- ✓ Seamless ability to understand consumers across all mobile operating systems
- ✓ Significantly lower cost than other metering and behavioral collection technologies
- ✓ Ability to collect in-app environments not previously available via other technologies
- ✓ Customizable and scalable to meet all requirements
- ✓ Backed by our clean-water pledge for quality data within a fully-permissioned user experience
- ✓ Quick turnaround of data

