

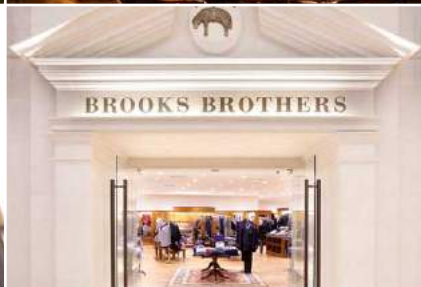
Lazy Data















- Where the product is a fund, the source of funds for the product is disclosed to the Company (including, but not limited to, the source of funds for the product); or
- In any other circumstance determined by the Company in its sole discretion, it or misrepresents the activities.

ACORD®
THIS DECLARATION OF PROPERTY
AND INTEREST NAME
AND INTEREST NAME
AND INTEREST NAME

Incontestability.
evidence of insurability
and suicide
evidence



(1) Comprehensive - Excludes
 Collision
 Personal Effects
 Marine Insurance
 Supplemental
 15

any contract details. Any contract details that have occurred regarding the application. Attempting the application. Legal action.

insurance in the following table.

owner has.

driver rate

coverage

is also provided.

Limits

\$50,000

Rating information	Additional coverage	Limits
• Good driver rate	• Collision coverage is also provided	\$30,000
		\$60,000
		\$25,000

Coverage
Uninsured Motor
Bodily Injury
Property Damage

State Farm Agent
123 ABC Street
Westport, CT 06880

FAX (A/C) NO: _____
CODE: MCI1630
AGENCY CUSTOMER ID #: 00008976
INSURED _____
Bosch

PROPERTY INFORMATION
LOCATION/DESCRIPTION
Single family joisted masonry
Property Location:
123 ABC Street
Westport, CT 06880

COVERAGE IN:

Dwelling - Actual Cash Value
Hail / Vandalism / Equipment Breakdown

SSN/TIN 123-4
Address 123 AB
City Westport

REMARKS (Including Special Conditions)

CANCELLATION
SHOULD ANY OF THE ABOVE
DELIVERED IN ACCORDANCE WITH
ADDITIONAL INTEREST

ACOP

Information (Please print)
insurer unless and until it is filed
on page 2.)

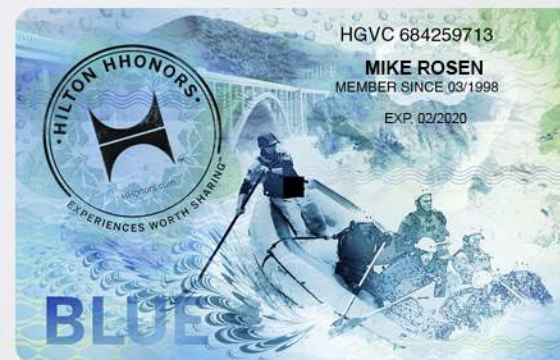
Signature Name Mike Rosen State CT

Date: 12/3/45
State: CT
ZIP: 06880

[illegible]







Target Data



18-19
YEAR OLDS



25-54
YEAR OLDS



Millennials



Walgreens











Rx

TAKE 2 CAPSULES
ONCE DAILY

1125-65844

REFILL 4 TIMES

Rx

Rx

TAKE 2 CAPSULES
ONCE DAILY

**AGE
+
GENDER**

=

**Lazy
Data**

PATIENT U

**National
Premium
Video**

+

*Lazy
Data*

↑
**NETWORK
XYZ**

↓
**NETWORK
DEF**

ATP

AUDIENCE TARGETING
PLATFORM

=

THE CURE

FOR

Lazy Data



**PREMIUM
VIDEO**







CORRELATION

CAUSATION







2:22 PM

53% 



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#SUMMERNOTSORRY







Lazy
Data = MISLEADING
DATA

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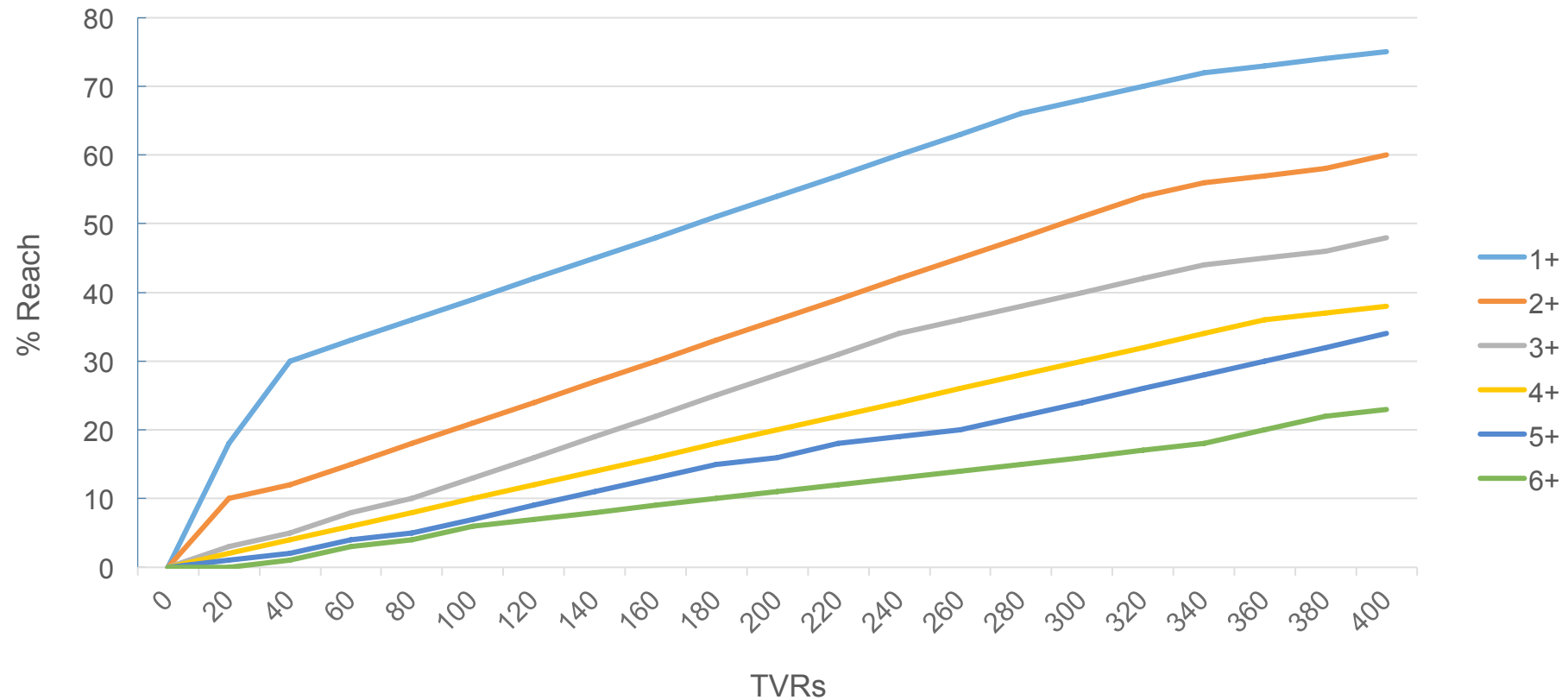


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VIEWABILITY $\neq$ ATTENTION

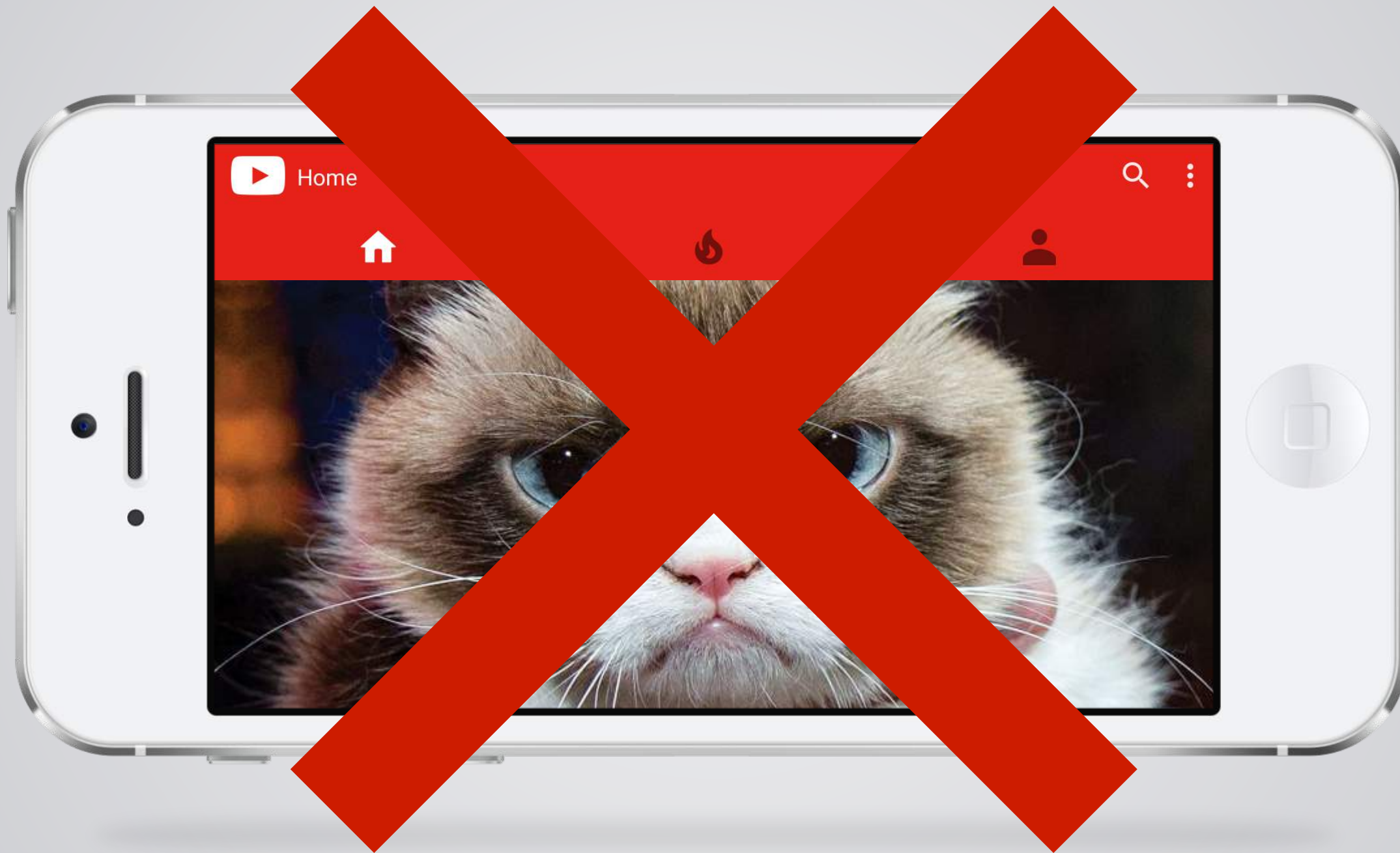


A large, dense crowd of people walking on a city street, viewed from behind, with the text "ATTENTION ATTACHMENT MINDFULNESS" overlaid in white.

ATTENTION ATTACHMENT MINDFULNESS







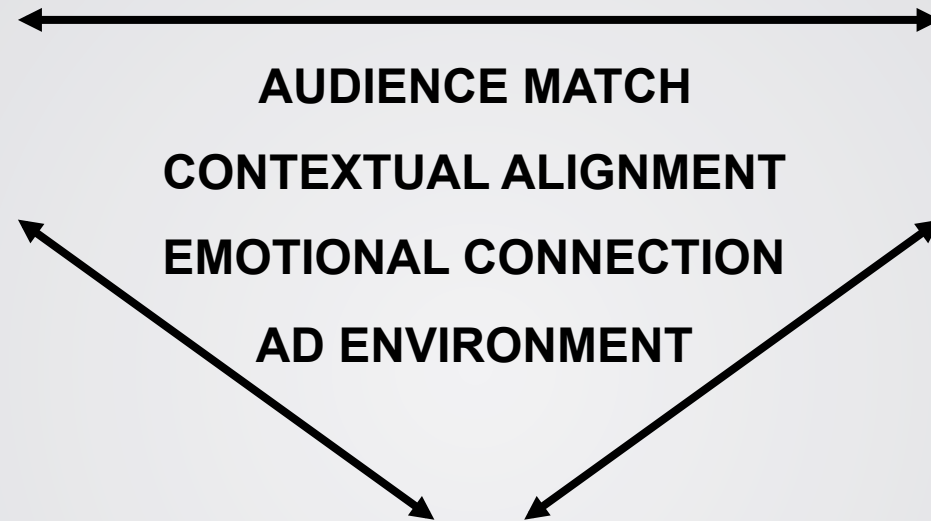
GREAT ADVERTISING

Storytelling

Brand Differentiation

Motivation to Purchase

RELEVANCY





**HUMAN
INSIGHTS**

**HUMAN
CONNECTIONS**

**HUMAN
REACTIONS**

+



DATA

THANK YOU