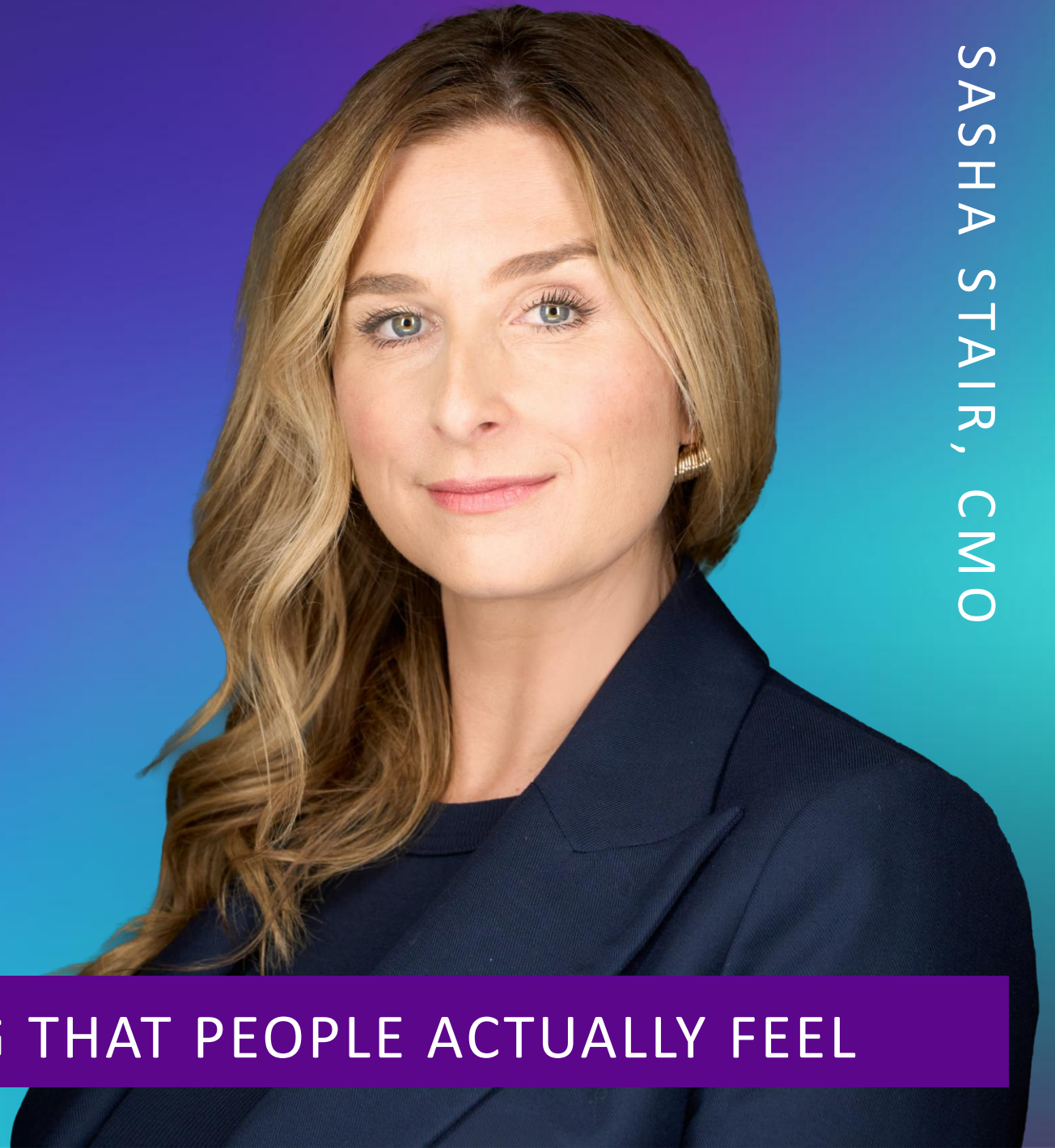


# SIGNAL OVER NOISE

SASHA STAIR, CMO


xactus **XX**<sup>®</sup>  
Advancing Intelligent Verification

MARKETING THAT PEOPLE ACTUALLY FEEL



**When everything looks  
the same, nothing is  
remembered.**





# THE INDUSTRY ECHO CHAMBER

Brands  
People  
Remember  
Create Signal



# Setting the Stage on the Right Foot



# Got IVP?



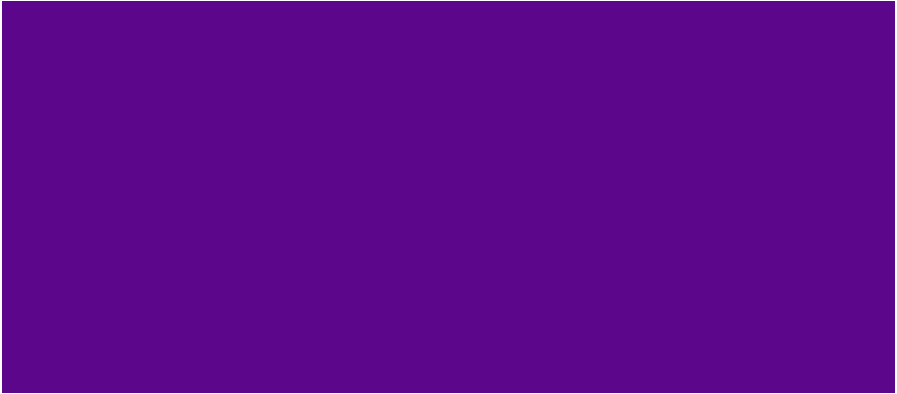
# The Xactus Xperience



Empowered  
Women  
Empower  
Women



# Real Stories Build Trust



# Four Signals

*Unexpected*



*Experiential*



*Human*



*Clear*

**Intelligent  
Verification  
Unleashed**





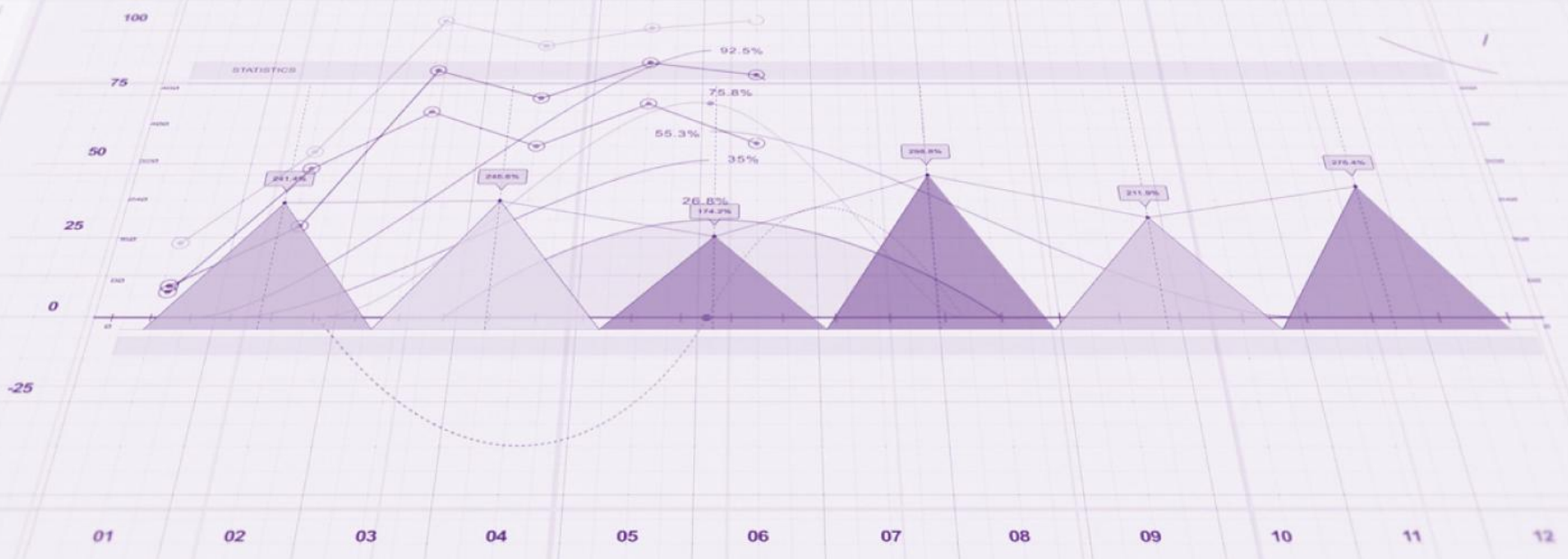
What is  
your  
**bold**  
idea?

# The balance of science and art



754.78

899.61





# The Unmeasurable

Marketing  
isn't  
the  
close...

**It's the hook.**





**It's a moment...**

# Did you know...

**2/3 of Americans lean towards dogs**

**63% of people identify as “dog people.”**

**More than half of U.S. households own a dog**

**74% of Americans say they like dogs *a lot***





xactus

