



STAGWELL

TRANSFORMING MARKETING

Fourth Quarter and Full Year 2025

EARNINGS PRESENTATION

MARCH 10 | 2026

FORWARD LOOKING STATEMENTS & OTHER INFORMATION

This document contains forward-looking statements. within the meaning of Section 27A of the Securities Act of 1933, as amended (the "Securities Act"), and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). The Company's representatives may also make forward-looking statements orally or in writing from time to time. Statements in this document that are not historical facts, including, statements about the Company's beliefs and expectations, future financial performance, growth, and future prospects, the Company's strategy, business and economic trends and growth, technological leadership and differentiation, potential and completed acquisitions, anticipated operating efficiencies and synergies and estimates of amounts for redeemable noncontrolling interests and deferred acquisition consideration, constitute forward-looking statements. Forward-looking statements, which are generally denoted by words such as "aim," "anticipate," "assume," "believe," "continue," "could," "create," "develop," "estimate," "expect," "focus," "forecast," "foresee," "future," "goal," "guidance," "in development," "intend," "likely," "look," "maintain," "may," "ongoing," "outlook," "plan," "possible," "potential," "predict," "probable," "project," "should," "target," "will," "would" or the negative of such terms or other variations thereof and terms of similar substance used in connection with any discussion of current plans, estimates and projections are subject to change based on a number of factors, including those outlined in this section.

Forward-looking statements in this document are based on certain key expectations and assumptions made by the Company. Although the management of the Company believes that the expectations and assumptions on which such forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements because the Company can give no assurance that they will prove to be correct. The material assumptions upon which such forward-looking statements are based include, among others, assumptions with respect to general business, economic and market conditions, the competitive environment, anticipated and unanticipated tax consequences and anticipated and unanticipated costs. These forward-looking statements are based on current plans, estimates and projections, and are subject to change based on a number of factors, including those outlined in this section. These forward-looking statements are subject to various risks and uncertainties, many of which are outside the Company's control. Therefore, you should not place undue reliance on such statements. Forward-looking statements speak only as of the date they are made, and the Company undertakes no obligation to update publicly any of them in light of new information or future events, if any.

Forward-looking statements involve inherent risks and uncertainties. A number of important factors could cause actual results to differ materially from those contained in any forward-looking statements. Such risk factors include, but are not limited to, the following:

- risks associated with international, national and regional unfavorable economic conditions that could affect the Company or its clients;
- demand for the Company's services, which may precipitate or exacerbate other risks and uncertainties;
- inflation and actions taken by central banks to counter inflation;
- the Company's ability to attract new clients and retain existing clients;
- the impact of a reduction in client spending and changes in client advertising, marketing and corporate communications requirements;
- financial failure of the Company's clients;
- the Company's ability to retain and attract key employees;
- the Company's ability to compete in the markets in which it operates;
- the Company's ability to achieve its cost saving initiatives;
- the Company's implementation of strategic initiatives;
- the Company's ability to remain in compliance with its debt agreements and the Company's ability to finance its contingent payment obligations when due and payable, including but not limited to those relating to redeemable noncontrolling interests and deferred acquisition consideration;
- the Company's ability to manage its growth effectively;
- the Company's ability to identify, complete and integrate acquisitions that complement and expand the Company's business capabilities and realize cost savings, synergies or other anticipated benefits of newly acquired businesses, or that even if realized, such benefits may take longer to realize than expected;
- the Company's ability to identify and complete divestitures and to achieve the anticipated benefits therefrom;
- the Company's ability to develop products incorporating new technologies, including augmented reality, artificial intelligence, and virtual reality, and realize benefits from such products;
- the Company's use of artificial intelligence, including generative artificial intelligence;
- adverse tax consequences for the Company, its operations and its stockholders, that may differ from the expectations of the Company, including that recent or future changes in tax laws, potential changes to corporate tax rates in the United States and disagreements with tax authorities on the Company's determinations that may result in increased tax costs;
- adverse tax consequences in connection with the Transactions, including the incurrence of material Canadian federal income tax (including material "emigration tax");
- the Company's ability to establish and maintain an effective system of internal control over financial reporting, including the risk that the Company's internal controls will fail to detect misstatements in its financial statements
- the Company's ability to accurately forecast its future financial performance and provide accurate guidance;
- the Company's ability to protect client data from security incidents or cyberattacks;
- economic disruptions resulting from war and other economic and geopolitical tensions (such as the ongoing military conflicts in Iran and the Middle East, and between Russia and Ukraine and in the Middle East), terrorist activities, natural disasters, public health events, and tariff and trade policies;
- stock price volatility; and
- foreign currency fluctuations.

Investors should carefully consider these risk factors, other risk factors described herein, and the additional risk factors outlined in more detail in our 2024 Form 10-K, filed with the Securities and Exchange Commission (the "SEC") on March 5, 2025, and accessible on the SEC's website at www.sec.gov, under the caption "Risk Factors," and in the Company's other SEC filings.

DEFINITIONS OF NON-GAAP FINANCIAL MEASURES

In addition to its reported results, Stagwell Inc. has included in this earnings presentation certain financial results that the Securities and Exchange Commission (SEC) defines as "non-GAAP Financial Measures." Management believes that such non-GAAP financial measures, when read in conjunction with the Company's reported results, can provide useful supplemental information for investors analyzing period to period comparisons of the Company's results. Such non-GAAP financial measures include the following:

Pro Forma Results: The Pro Forma amounts presented for each period were prepared by combining the historical standalone statements of operations for each of legacy MDC and SMG. The unaudited pro forma results are provided for illustrative purposes only and do not purport to represent what the actual consolidated results of operations or consolidated financial condition would have been had the combination actually occurred on the date indicated, nor do they purport to project the future consolidated results of operations or consolidated financial condition for any future period or as of any future date. The Company has excluded a quantitative reconciliation of Adjusted Pro Forma EBITDA to net income under the "unreasonable efforts" exception in Item 10(e)(1)(i)(B) of Regulation S-K.

- 1) *Organic Net Revenue:* "Organic net revenue growth" and "Organic net revenue decline" reflects the year-over-year change in the Company's reported net revenue attributable to the Company's management of the entities it owns. We calculate organic net revenue growth (decline) by subtracting the net impact of acquisitions (divestitures) and the impact of foreign currency exchange fluctuations from the aggregate year-over-year increase or decrease in the Company's reported net revenue. The net impact of acquisitions (divestitures) reflects the year-over-year change in the Company's reported net revenue attributable to the impact of all individual entities that were acquired or divested in the current and prior year. We calculate impact of an acquisition as follows: (a) for an entity acquired during the current year, we present the entity's current period reported revenue as the impact of the acquisition in the current year; and (b) for an entity acquired in the prior year, we present an amount equal to the entity's current year net revenue for the same period during which we didn't own the entity in the prior year as the impact of the acquisition in the current year. We calculate impact of a divestiture as follows: (a) for a divestiture in the current year, we present the entity's prior year net revenue for the same period during which we no longer owned it in the current year as impact of the divestiture in the current year; and (b) for a divestiture in the prior year, we present the entity's prior year net revenue for the period during which we owned it in the prior year as impact of the divestiture in the current year. We calculate the impact of any acquisition or divestiture without adjusting for foreign currency exchange fluctuations. The impact of foreign currency exchange fluctuations reflects the year-over-year change in the Company's reported net revenue attributable to changes in foreign currency exchange rates. We calculate the impact of foreign currency exchange fluctuations for the portion of the reporting period in which we recognized revenue from a foreign entity in both the current year and the prior year. The impact is calculated as the difference between (1) reported prior period net revenue (converted to U.S. dollars at historical foreign currency exchange rates) and (2) prior period net revenue converted to U.S. dollars at current period foreign exchange rates.
- 2) *Net New Business:* Estimate of annualized revenue for new wins less annualized revenue for losses incurred in the period.
- 3) *Adjusted EBITDA:* defined as Net income (loss) attributable to Stagwell Inc. common shareholders excluding non-operating income or expense to achieve operating income (loss), plus depreciation and amortization, stock-based compensation, deferred acquisition consideration adjustments, impairment and other losses, and other items. Other items primarily includes restructuring, certain system implementation, working capital administrative fees and acquisition-related expenses. Adjusted EBITDA for our reportable segments is reconciled to Operating Income (Loss), as Net Income (Loss) is not a relevant reportable segment financial metric.
- 4) *Adjusted Diluted EPS*" is defined as (i) Net income (loss) attributable to Stagwell Inc. common shareholders, plus net income (loss) attributable to Class C shareholders, excluding the impact of amortization expense, impairment and other losses, stock-based compensation, deferred acquisition consideration adjustments, discrete tax items, and other items (as defined above), based on total consolidated amounts, then allocated to Stagwell Inc. common shareholders and Class C shareholders, based on their respective income allocation percentage using a normalized effective income tax rate divided by (ii) the diluted weighted average shares outstanding. The diluted weighted average shares outstanding is calculated as (a) the diluted weighted average number of common shares outstanding plus (b) the shares of Class C Common Stock as if converted to shares of Class A Common Stock if not included because they were anti-dilutive.
- 5) *Free Cash Flow:* defined as Net cash provided from operations less normalized capital expenditures and capitalized software. Free Cash Flow Conversion is the percentage of adjusted EBITDA.
- 6) *Financial Guidance:* The Company provides guidance on a non-GAAP basis as it cannot predict certain elements which are included in reported GAAP results.

Included in this earnings presentation are tables reconciling reported Stagwell Inc. results to arrive at certain of these non-GAAP financial measures.

FINANCIAL *Outlook*

Full-Year 2026 Outlook

8% - 12% Total Net Revenue Growth

\$475M - \$525M Adjusted EBITDA

50% - 60% EBITDA Conversion on Free Cash Flow

\$0.98 - \$1.12 In Adjusted Earnings Per Share

FOURTH QUARTER HIGHLIGHTS

NET REVENUE: \$651M | NET LEVERAGE RATIO: 2.92x | ADJ. EBITDA: \$129M

Accelerating GROWTH

Net Revenue of \$651M represents highest-ever quarter

Organic Net Revenue growth ex. Advocacy of **4%**, represents **80 basis point** sequential improvement, and **highest growth rate** of FY25

Performance driven by growth of **9%** in Digital Transformation, **10%** in Media & Commerce, and **111%** in The Marketing Cloud

Communications ex. Advocacy **inflected positive** in 4Q25

Improving CASH & COSTS

YTD Free Cash Flow more than doubled to \$187M, a nearly **45% conversion from adjusted EBITDA**

Ex. Advocacy adjusted EBITDA grew **20%** to \$114M, representing a **19%** margin, **181bps** higher than 4Q24

Labor Ratio ex. Advocacy in FY25 stands at **61.9%**, the **lowest full-year ratio** in three years, and **143bps better than 2023**, the last non-advocacy year

Actioned \$51 million of the **\$80-\$100M of cost savings by YE26** announced at Investor Day



Note: Net Leverage Ratio defined as Net Debt divided by LTM Adjusted EBITDA.

Continuing NEW BUSINESS MOMENTUM

\$106M of net new business in 4Q25, bringing LTM to a record-breaking **\$476M**

Secured multiple high profile new customer wins and expansions with leading companies including **Target, Microsoft, GrubHub, and Venmo**

Top 25 customers grew **14%** YoY in 4Q25, now average more than **\$28M** in annualized net revenue

Investing IN THE BUSINESS

Debuted The Machine, marketing's first agentic operating system connecting proprietary data and tools to clients' existing tech stacks

Released **NewVoices.ai**, an independent AI agent for sales conversions and global customer assistance 24/7

Launched **Stagwell Search+** in partnership with Emberos, an industry-first agentic tool helping brands navigate AI Search

Announced partnership with **AppLovin** to bring advanced AI-powered mobile advertising platform Axon into Stagwell's media offering

Repurchased **5.5M shares** in 4Q25 bringing YTD repurchases to **23.1M**

SUMMARY COMBINED FINANCIALS

\$ in Thousands	Three Months Ended Dec 31,		Twelve Months Ended Dec 31,	
	2025	2024	2025	2024
Net Revenue	\$ 650,833	\$ 629,623	\$ 2,427,671	\$ 2,296,662
Billable Costs	156,611	159,085	481,329	544,554
Revenue	\$ 807,444	\$ 788,708	\$ 2,909,000	\$ 2,841,216
Billable Costs	156,611	159,085	481,329	544,554
Staff costs	390,154	390,221	1,526,896	1,449,706
Administrative costs	84,240	73,275	302,463	275,046
Unbillable and other costs, net	47,157	40,749	176,459	154,462
Adjusted EBITDA	\$ 129,282	\$ 125,378	\$ 421,853	\$ 417,448
Stock-based compensation	9,953	13,235	54,095	52,161
Depreciation and amortization	43,614	38,771	171,249	151,652
Deferred acquisition consideration	2,444	15,045	(7,467)	22,995
Impairment and other losses	--	-	466	1,715
Other items, net	16,640	14,799	44,509	55,857
Operating income	\$ 56,631	\$ 43,528	\$ 159,001	\$ 133,068
Adjusted EBITDA margin (on net revenue)	19.9%	19.9%	17.4%	18.2%

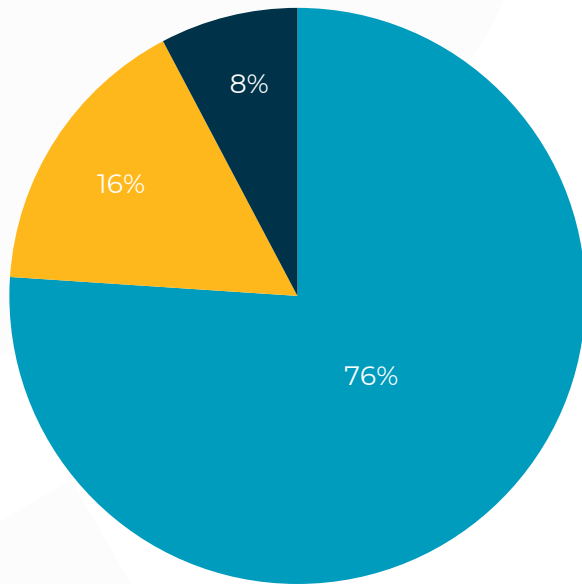
4 Q 25 NET REVENUE

<i>\$ in Thousands</i>	<i>Three Months Ended Dec 31, 2025</i>		<i>Twelve Months Ended Dec 31, 2025</i>	
	Net Revenue	Change	Net Revenue	Change
Dec 31, 2024	\$ 629,623		\$ 2,296,662	
Organic revenue	(1,886)	(0.3)%	2,576	0.1%
Acquisitions (divestitures), net	18,594	3.0%	120,463	5.2%
Foreign currency	4,502	0.7%	7,970	0.3%
Total Change	\$ 21,210	3.4%	\$ 131,009	5.7%
Dec 31, 2025	\$ 650,833		\$ 2,427,671	

4Q25 NET REVENUE BY GEOGRAPHY

% OF NET REVENUE

4Q



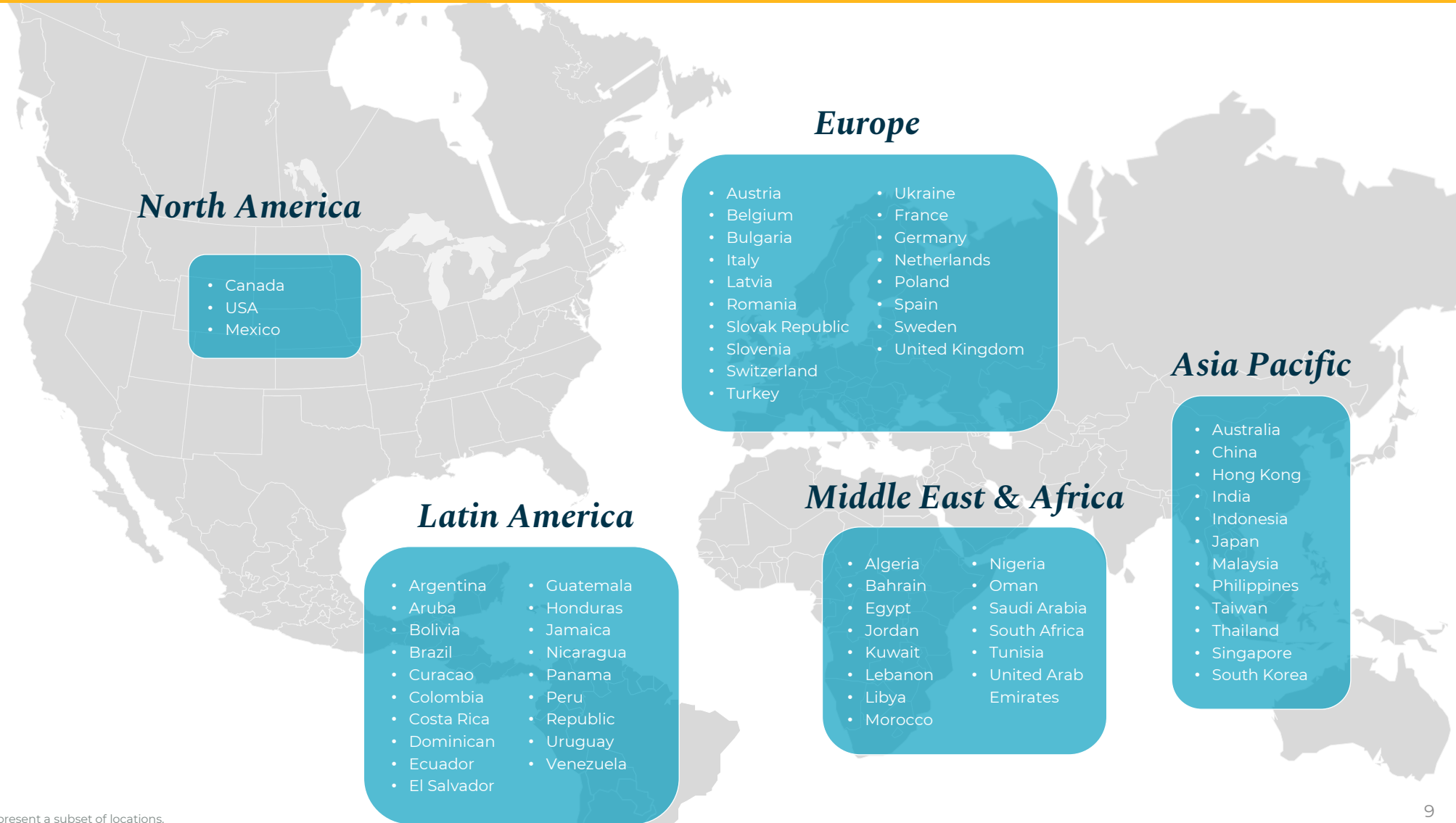
4Q25

YTD

	<i>Organic Net Revenue Growth</i>	<i>Net Revenue Growth</i>	<i>Organic Net Revenue Growth</i>	<i>Net Revenue Growth</i>
■ United States	(0.1)%	0.2%	0.9%	1.7%
<i>United States ex. Advocacy</i>	5.5%	5.8%	4.8%	5.7%
■ EMEA	0.7%	16.9%	(1.9)%	33.6%
■ Rest of World	(4.1)%	11.2%	(4.7)%	2.8%
TOTAL	(0.3)%	3.4%	0.1%	5.7%
TOTAL EX-ADVOCACY	4.0%	8.1%	3.1%	9.3%

GLOBAL NETWORK

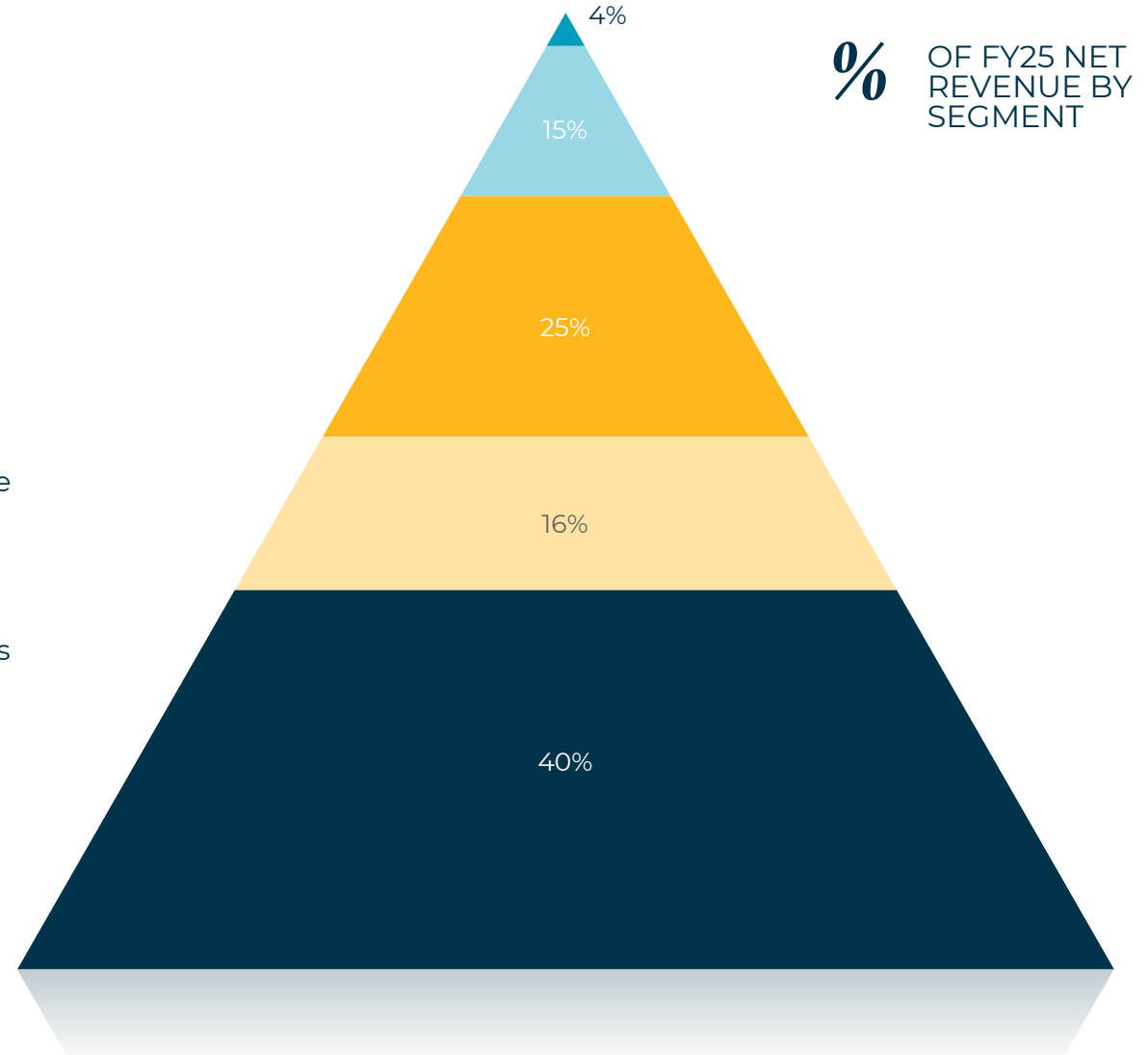
Stagwell's Affiliate Network Significantly Expands Our Global Footprint



Note: As of December 31, 2025. Countries listed represent a subset of locations.

OUR OPERATING SEGMENTS

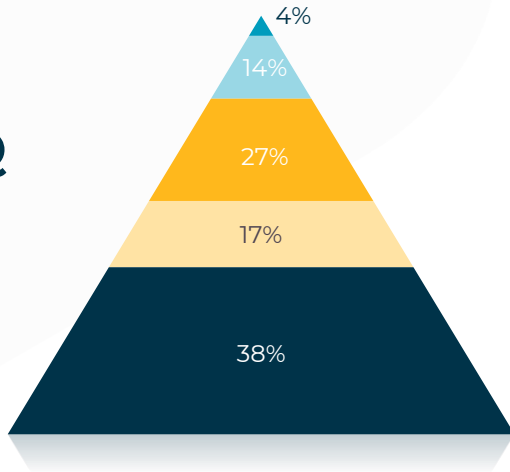
- 1 The Marketing Cloud**
SaaS & DaaS Tools for the Modern Marketer
- 2 Digital Transformation**
Building & Designing Digital Platforms & Technology
- 3 Media & Commerce**
Delivering Data-Driven Outcomes for Brand Performance
- 4 Communications**
Intelligent & Highly-Targeted Communications Strategies
- 5 Marketing Services**
Scaling Brand Reach with AI-Powered Creativity



NET REVENUE GROWTH BY SEGMENT

% OF NET REVENUE

4Q



Operating Segment

4Q25

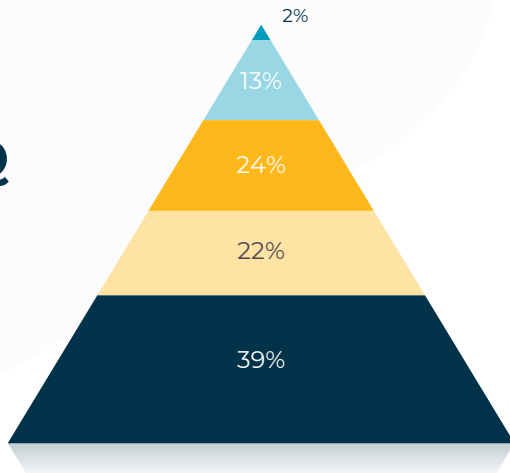
YTD

Operating Segment	4Q25		YTD	
	Organic Net Revenue Growth	Net Revenue Growth	Organic Net Revenue Growth	Net Revenue Growth
The Marketing Cloud	41.2%	111.2%	34.3%	230.0%
Digital Transformation	2.8%	9.0%	9.2%	13.3%
Media & Commerce	7.1%	10.2%	(0.1)%	1.4%
Communications	(18.1)%	(17.8)%	(16.5)%	(9.7)%
<i>Communications ex. Advocacy</i>	0.6%	1.2%	(4.0)%	9.0%
Marketing Services	0.5%	1.9%	4.6%	6.0%
TOTAL	(0.3)%	3.4%	0.1%	5.7%
TOTAL EX-ADVOCACY	4.0%	8.1%	3.1%	9.3%

ADJ EBITDA GROWTH BY SEGMENT

% OF ADJ. EBITDA*

4Q



Adj. EBITDA* Growth Y/Y

Operating Segment	4Q25	YTD
The Marketing Cloud**	NQ	NQ
Digital Transformation	23.0%	23.4%
Media & Commerce	27.1%	(7.2)%
Communications	(23.5)%	(28.5)%
<i>Communications ex. Advocacy</i>	25.6%	11.2%
Marketing Services	18.1%	19.8%
TOTAL	3.1%	1.1%
TOTAL EX-ADVOCACY	19.6%	15.9%

EX-ADVOCACY REVENUE, NET REVENUE & ADJUSTED EBITDA

REVENUE

\$ in Millions

	Three Months Ended,			Twelve Months Ended,		
	Dec 31, 2025	Dec 30, 2024	% Change	Dec 31, 2025	Dec 31, 2024	% Change
Total Revenue	\$807	\$789	2.4%	\$2,909	\$2,841	2.4%
Advocacy Revenue	65	127	(48.2)%	220	363	(39.3)%
Total Ex Advocacy	742	662	12.0%	2,689	2,479	8.5%

NET REVENUE

	Three Months Ended,			Twelve Months Ended,		
	Dec 31, 2025	Dec 30, 2024	% Change	Dec 31, 2025	Dec 31, 2024	% Change
Total Net Revenue	\$651	\$630	3.4%	\$2,428	\$2,297	5.7%
Advocacy Net Revenue	41	66	(36.9)%	146	209	(30.1)%
Total Ex Advocacy	609	564	8.0%	2,282	2,088	9.3%

ADJ. EBITDA

	Three Months Ended,			Twelve Months Ended,		
	Dec 31, 2025	Dec 30, 2024	% Change	Dec 31, 2025	Dec 31, 2024	% Change
Total Adj. EBITDA	\$129	\$125	3.1%	\$422	\$417	1.1%
Advocacy Adj. EBITDA	15	30	(49.0)%	45	92	(51.5)%
Total Ex Advocacy	114	95	19.6%	377	325	15.9%

Net New Business

4Q25	\$106M
LTM	\$476M

Avg. Net Revenue

4Q25	\$7.1M
	PER CLIENT AT TOP 25

Notable Business **WINS & EXPANSIONS**



Google

GRUBHUB



UNITED 

VISA

 Microsoft

LIQUIDITY

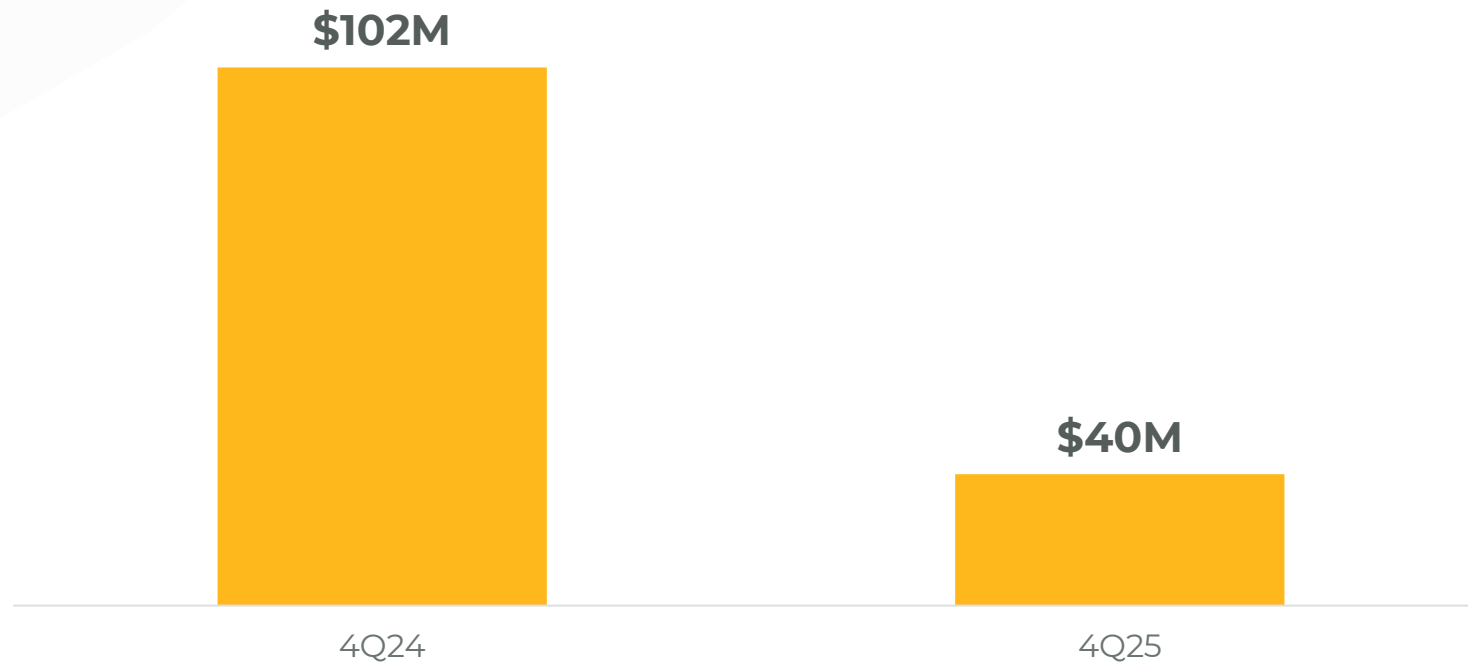
\$ in Millions

Available Liquidity (as of 12/31/2025)

Commitment Under Credit Facility	\$ 750
Drawn	\$ 237
Letters of Credit	\$ 15
Undrawn Commitments Under Facility	\$ 498
Total Cash & Cash Equivalents	\$ 105
Total Available Liquidity	\$ 602

MAINTAINING DISCIPLINE AROUND *Deferred Acquisition Costs*

DAC DECREASED BY \$62M
FROM FY24 YEAR-END BALANCE



ADJUSTED EARNINGS PER SHARE

Three Months Ended Dec 31, 2025

Twelve Months Ended Dec 31, 2025

<i>\$ and Shares in Thousands</i>	Three Months Ended Dec 31, 2025			Twelve Months Ended Dec 31, 2025		
	Reported (GAAP)	Adjustments	Non-GAAP	Reported (GAAP)	Adjustments	Non-GAAP
Net income attributable to Stagwell Inc. common shareholders	\$ 12,660	\$ 64,037	\$ 76,697	\$ 29,101	\$ 198,129	\$ 227,230
Net loss attributable to Class C Shareholders	-	-	-	(6,637)	-	(6,637)
Net income – diluted EPS	\$ 12,660	\$ 64,037	\$ 76,697	\$ 22,464	\$ 198,129	\$ 220,593
Diluted - Weighted average number of common shares outstanding	258,997	-	258,997	225,468	-	225,468
Weighted average number of common class C shares outstanding (diluted)	-	-	-	39,055	-	39,055
Diluted - Weighted average number of shares outstanding	258,997	-	258,997	264,523	-	264,523
Adjusted earnings per share (diluted)	\$ 0.05		\$ 0.30	\$ 0.08		\$ 0.83
<u>Adjustments to net income</u>						
Amortization expense		\$ 38,333			\$ 145,506	
Impairment and other losses		-			466	
Stock-based compensation		9,953			54,095	
Deferred acquisition consideration		2,444			(7,467)	
Other items, net		16,639			46,792	
Total add-backs		67,369			239,392	
Adjusted tax expense		(3,332)			(41,263)	
		\$ 64,037			\$ 198,129	

GAAP CONSOLIDATED OPERATING PERFORMANCE

	<i>Three Months Ended Dec 31,</i>		<i>Twelve Months Ended Dec 31,</i>	
	2025	2024	2025	2024
<i>\$ and Shares in Thousands</i>				
Revenue	\$ 807,444	\$ 788,708	\$ 2,909,000	\$ 2,841,216
Cost of services	503,718	502,522	1,845,958	1,842,978
Office & general expenses	203,481	203,887	732,326	711,803
Depreciation & amortization	43,614	38,771	171,249	151,652
Impairment & other losses	-	-	466	1,715
Total operating expenses	\$ 750,813	\$ 745,180	\$ 2,749,999	\$ 2,708,148
Operating income (Loss)	\$ 56,631	\$ 43,528	\$ 159,001	\$ 133,068
Interest expense, net	(24,431)	(24,038)	(96,438)	(92,317)
Foreign exchange, net	(1,156)	645	(1,640)	(1,656)
Gain (loss) on sale of business	(2,245)	-	(2,245)	-
Bargain purchase gain	9,937	-	9,937	-
Other, net	2,313	(547)	171	(1,372)
Other income (expenses)	\$ (15,583)	\$ (23,940)	\$ (90,215)	\$ (95,345)
Income before income taxes and equity in earnings of non-consolidated affiliates	41,048	19,588	68,786	37,723
Income tax expense	24,321	3,741	38,271	13,182
Income before equity in earnings of non-consolidated affiliates	\$ 16,727	\$ 15,847	\$ 30,515	\$ 24,541
Equity in income (loss) of non-consolidated affiliates	93	-	111	503
Net income	\$ 16,820	15,847	\$ 30,626	\$ 25,044
Net (income) loss attributable to non-controlling & redeemable non-controlling interests	(4,162)	(12,612)	(1,525)	(22,785)
Net income (loss) attributable to Stagwell Inc. common shareholders	\$ 12,658	\$ 3,235	\$ 29,101	\$ 2,259
Earnings (Loss) Per Share				
Basic	\$ 0.05	\$ 0.03	\$ 0.13	\$ 0.02
Diluted	\$ 0.05	\$ 0.03	\$ 0.08	\$ 0.02
Weighted Average Number of Shares Outstanding				
Basic	251,650	109,266	220,608	110,890
Diluted	258,997	115,147	264,523	115,752

CAPITAL STRUCTURE

Net Debt & Debt-Like (\$M, as of 12/31/2025)

Revolving Credit Facility	\$ 237
Bonds	1,100
NCI ¹	18
DAC ²	40
RNCI ³	25
Less: Investments ⁴	20
Less: Cash	105
TOTAL NET DEBT & DEBT-LIKE	\$ 1,295

*Share Count*⁵ (Thousands, as of 3/5/2026)

Class A	253,452
Class C (equal voting & economic rights to Class A)	-
Share-based awards ⁶	12,970
DILUTED	266,422

1. Excludes non-controlling interest of Stagwell Class C shareholders to reflect NCI balance pro forma for full conversion of Class C shares to Class A.

2. A portion of the DAC will be paid with approximately 5.7m shares assuming conversion as of 3/5/26.

3. Includes redeemable non-controlling interest and obligations in connection with profit interests held by employees.

4. Non-consolidated investments

5. Share Count does not include unvested stock grants, unsettled SARs or portion of DAC to be settled in stock. Pro Forma total share count as of 3/5/2026 would be 253.5m Class A shares, 5.7m shares to settle DAC and 13.0m share-based awards, for a total of 272.2m shares outstanding.

6. Estimated shares to be issued upon the exercise of settled SAR awards using treasury method.



APPLYING A PROVEN PLAYBOOK *to scale The Marketing Cloud Group*

Building complementary software solutions leveraging the domain expertise
and distribution channels already in place at Stagwell

1

Digital Services

Digital Transformation

Building Digital Platforms & Consumer Experiences

2

Media & Commerce

Integrated Omnichannel Media, Data & E-Commerce

3

Marketing Services

Integrated Campaigns for Blue-Chip Customers

4

Communications

Data-Driven, Targeted Communications Strategies

Technology

Advanced Media Platforms

Proprietary & Premium Owned Media Channels

Media Studio

Solution for Modern Media Planners and Buyers

Harris Quest Research

Market Research Products by The Harris Poll

PRophet Comms Tech

AI-Driven Platform for Modern Communicators



THE MARKETING CLOUD GROUP

Product Incubation Playbook

We've developed a proven strategy to develop and incubate new technologies, making informed product roadmap decisions based off agency clients while leveraging our world-class tech team

**WE BUILD
ADVANCED
PRODUCTS**
MORE EFFICIENTLY
than the rest

Faster

Shared infrastructure
+ tech expertise

= **DEVELOP & ITERATE FAST**

CODE AND THEORY



Better

Proprietary data
+ the best marketers in the world

= **INTERNAL TESTING & INSIGHTS
THAT DELIVER BETTER PRODUCTS**

PRophet



Cheaper

World's most ambitious clients
+ upselling opportunities

= **LOWER GO-TO-MARKET COSTS**



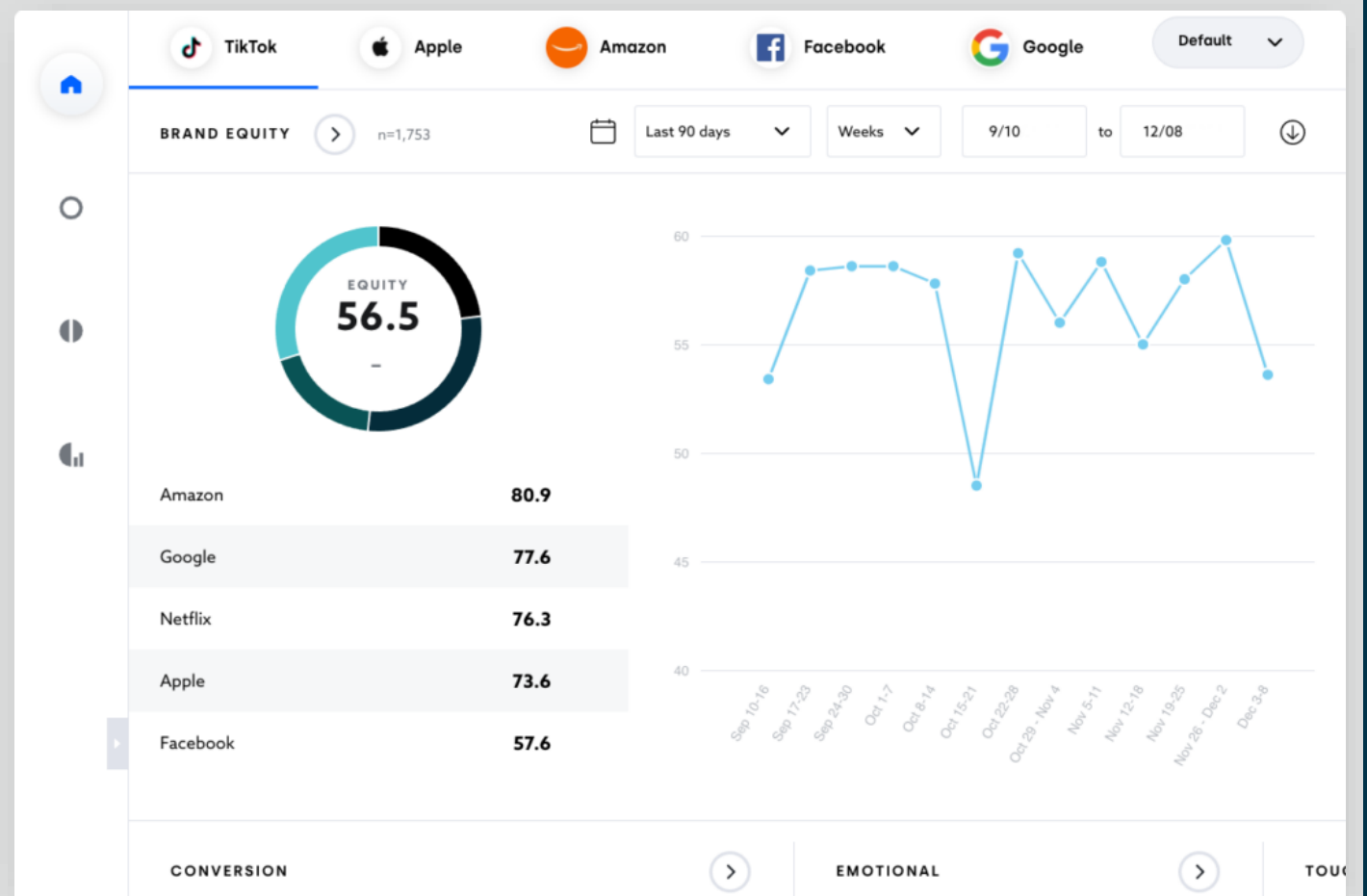


Harris QuestBrand

REAL-TIME INSIGHTS *Product Spotlight*

Customer Benefit

Unlocking continuous brand tracking on an affordable, global, modern basis for research professionals





PRophet Earn

ARTIFICIAL INTELLIGENCE *Product Spotlight*

Customer Benefit

Revolutionizing the
PR process through AI,
saving PR professionals
from millions of tedious
working hours

The screenshot shows the PRophet AI interface. At the top, it says "PRophet" and "New Pitch". There are navigation links for "My Projects" and "Tools". Below that, it shows a user profile for "Taylor" with a "Generate Content" button, a "Tone" dropdown set to "Adventurous", and a refresh icon. A notification says "You've selected to pitch the Generated Content." Below this, there are two tabs: "Pitch" (selected) and "Social Posts". The main content area is split into two columns. The left column is labeled "Original Content" and shows a pitch for "NASA, Canadian Space Agency Artemis II Mission" with a subheadline and a paragraph of text. The right column is labeled "Generated Content" and shows a pitch for "The First Canadian to Voyage Around the Moon: Jeremy Hansen" with a subheadline and a paragraph of text. The generated content is more detailed and engaging than the original content.

Thank You

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