Company: HASE & IGEL GmbH, Oldenburg, Lower Saxony, Germany
Company Description: HASE & IGEL is the company behind the NEUTRUM.AI, an Explainable AI platform empowering companies to decide faster & optimize ROI. The cloud products collect, integrate and analyze data from an unparalleled diversity of sources to predict trends, identify success drivers and optimize measures. Founded in 2018, HASE & IGEL serves over 200 clients and has won numerous product & innovation awards.
Nomination Category: Product & Service Categories - Business Technology Solutions
Nomination Sub Category: Marketing/Public Relations Solution
Nomination Title: AI SaaS reveals and increases marketing ROI across silos

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

   Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

   - Release NEUTRUM EVO OPTIMIZER V 4.0 (New UI, Setup of Connectors in Self-Service, fast loading): Dec 4, 2023

   - Release NEUTRUM EVO OPTIMIZER V 4.1 (AI-based Attribution, Media Mix Modeling & Ad Stock Analysis): Feb 1, 2024

   - Release NEUTRUM EVO OPTMIZER V 4.2 (Increased Explainability, Information on Models, Model & Data Quality in Frontend): Apr 15, 2024

   - Release NEUTRUM EVO OPTIMIZER V 4.3 (Review & Edit Frontend to review AI-labeled Campaign Information and onboard information from non-digitized sources): Aug 5, 2024

   - Release NEUTRUM EVO OPTIMIZER V 4.4 (Scenario Modeling): Jan 20, 2025

   - Release NEUTRUM EVO OPTIMIZER V 4.5 (Complete Setup of EVO Projects in Self-Service): May 12, 2025

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

   Total 350 words used.

   "Half the money I spend on advertising is wasted; trouble is I don't know which half", John Wanamaker complained. 100 years later, marketing ROI marketing remains elusive: Indirect effects, a proliferation of channels, the demise of cookies and a trend towards walled gardens spell trouble. Data engineering and modelling have long offered answers, but even big corporations were reluctant to go down this rabbit hole for a slow and expensive process.

   Enter Big Data and Explainable AI: the NEUTRUM EVO Optimizer. Built on the multi-award-winning NEUTRUM platform (2 IBAs 2023 & 2024, 12 German Stevie Awards 2022-2024, Digital Communications Award 2023), EVO lets you connect all data for owned/earned/paid channels, online/offline, from first impression to actual revenue. It integrates, maps and analyzes the data, providing a 360° view of your funnel, AI-modelled attribution, realistic benchmarks and recommendations for media mix & timing. Fully automated, in real time.

   Advertising systems like Google Ads, Channels like LinkedIn, Media Monitoring, Analytics like GA4, CRM and ERP systems connect through plug-and-play connectors. Reports from other sources (e.g. media agencies) can be onboarded automatically through data warehouses or XLS/PDF reports, or entered manually. The data is mapped to a funnel model and product/campaign/etc. logic you define. From the onboarded data, the algorithms learn typical values, seasonal patterns and interactions between measures, optionally even taking into account third-party data like demand, competition or business climate to deliver AI-based attribution of outcomes, rated against real-time, realistic benchmarks.

   EVO not only reveals how much uplift in revenue your campaign generated, it also suggests how you could improve your media mix and timing to generate more ROI. For each computation our modelling engine selects the best model and displays data & model quality. All AI-labelled information can be reviewed and edited.

   The dashboards can be configured along user roles (like CMO vs. Channel Manager), each role can set up custom alerts – all of this in an easy-to-understand no-code interface.

   The NEUTRUM EVO Optimizer fully automates marketing & communications controlling, attribution, benchmarking and media mix modelling across silos, creating one learning system to understand and continually increase ROI.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

   Total 349 words used.

   The NEUTRUM EVO OPTIMIZER has been a growth engine for us, [REDACTED FOR PUBLICATION] driving our average growth rate of 50%. With the launch of V4 and its updates (December 2023 until today), we have greatly broadened its appeal, turning EVO from a controlling & attribution tool into a system with which media mix and timing are planned, results are benchmarked against the market and ROI is increased continually. This has nearly tripled the revenue generated with EVO and increased the average subscription-volume per client by over 50%.

   These innovative functions have raised EVO's profile outside our native market in Germany. Without sales or advertising there we won big US & UK clients like Avnet and Vodafone for EVO, and international software distributors have signed contracts to distribute the solution in 35 countries in Europe and MENA.

   EVO even helped attract investment, as in 2024 marcapo - a leading German MarTec company - acquired a 15% share in our company for a considerable seven-figure amount after successfully using EVO in their platform.

   Our NEUTRUM EVO Optimizer has won the Digital Communications Award 2023 in Gold and the German Stevie Awards in Gold (same category as this submission) in 2023 & 2024 (& 2022).

   EVO enjoys positive coverage in renowned industry & business magazines like Planung & Analyse, SEOpresso, OMKB, MarketingBörse or CMM360.

   On average, clients reduce their person hours in analytics & controlling by well over 90% and increase ROAS by 27% within 1 year. Here is what they say:

   "Bridging our marketing and sales data across all channels with EVO was a game-changer for us, creating the basis for efficient, data-driven management!" - Martin Garczorz, E-Commerce Manager, Stadtsparkasse Düsseldorf

   "EVO elevates branding to a new level by democratizing top-notch AI and Big Data capabilities." - Thomas Ötinger, CEO, marcapo

   „With NEUTRUM EVO, we automated marketing controlling and reporting in real time, with learning AI-models delivering not only realistic attribution and benchmarks but also recommendations for optimization and a simulation of budget changes." – Andra Hartstang, Communications Specialist, Avnet Electronics Marketing EMEA

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

   Total 48 words used.

   - Short Product Video

   - Product Webpage with detailed information on the product and its features including use cases, success stories and FAQ

   - 5 Case Studies of named clients with the product

   - 3 news articles on the product

   - links to the awards won for the product in 2023 & 2024

Attachments/Videos/Links:
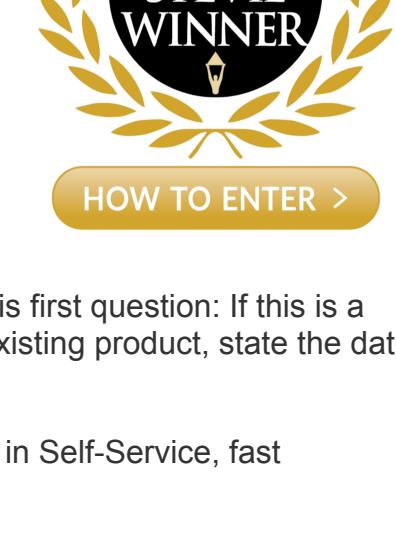
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[REDACTED FOR PUBLICATION]