

# About our business

There are currently three revenue-generating elements to our business.

## Understanding as a Service

This is a service we've just launched. We help businesses understand their audience and customers in a way they could never before. We're currently working across a number of verticals including:

**health**

**insurance**

**finance**

**telecoms**

**entertainment**

## Marketing Services

We sell data via data platforms to media agencies. Over 500 brands buy our data each month. We have revenue growth of over 100% year on year. We also sell a comprehensive predictive analytics product which displays detailed audience information to publishers.

## Credit and Risk

We've proven a link between who someone is and their financial behaviour and performance. We supply risk profiling products to lenders in the UK, Russia, Poland, Slovakia, Turkey and South Africa, and soon we will be live in Brazil and Mexico. We are partnered with Experian and MasterCard in a number of these territories. Revenues are growing rapidly and our pipeline for 2015 is in excess of £18m.