

Origami Logic Tone of Voice

VALUES + PERSONALITY TRAITS

Our values and personality traits define who we are, what we believe, and how we want to be perceived.

BECAUSE WE VALUE...	WE ARE...	
Integrity	Authentic	Our platform is dedicated to harnessing the power of the truth – how could we be anything less than honest and genuine ourselves? We don't boast or exaggerate – we just share all the facts, truly and clearly, and let them speak for themselves.
Precision	Meticulous	Precision is at the heart of what we offer, so being careful and methodical is a top priority. If we expect customers to rely on our data and our insights for precise decision-making, we ourselves must set the standard for attention to detail, diligence, and accuracy.
Intellectual Curiosity	Creative	Although we are in the business of applying hard science to the art of marketing, we still understand – and appreciate – that it <i>is</i> an art, and utilize the same sort of creativity in the way we help customers collect, understand, and use their data.
Diversity	Respectful	Much the same way that great marketing can only happen with a blend of creativity and data, we can only be great as a company if we welcome and respect all peoples, personalities, and viewpoints.
Impact	Ambitious	We want to change the way the entire world understands and perfects marketing. We're not enabling mere marketing success here, but marketing <i>mastery</i> . These are lofty goals – but they can be attained, if we remain driven, committed, and dedicated.
Relationships	Trusted	Our success is defined by our customers' success. Everything we do centers on being the very best partner and collaborator – supportive, empowering, and genuinely invested in the solutions and service we provide.

TONE OF VOICE

Our tone is used to guide our verbal expression – it's about how we speak, and how we make you feel.

Our voice is CONFIDENT and HELPFUL.

We believe that the analytics solution that delivers the most complete and accurate picture can change marketing forever. We also believe we have the potential to *be* that solution, so we are self-assured and resolute in the way we talk about ourselves. That said, we're never arrogant or boastful: Our goal above all is to help our *customers* be *their* best, so we are supportive and empowering in explaining not just what we do, but what we do to help *them*.

Our voice is CLEAR and HUMAN.

We should strive to be as precise and elegant with our language as we are with our data. Clear. Concise. Understandable. Never forget that we're speaking to marketers, who have heard every piece of jargon under the sun. Let's give them a break and speak like real-live human beings, not buzzword robots – conversationally and authentically. That said, we're still talking to a sophisticated audience that both knows and cares about voice, tone, and language, so we should be casual *and* thoughtful in what we say.

Our voice is SMART and FRIENDLY.

Marketers have seen and heard a lot of bold claims in their time, so we need to show them that we truly know our stuff, our intelligence and understanding shining through in our voice... not to mention a healthy amount of cleverness. We're self-referential, sometimes self-deprecating, a little bit irreverent, because that's how our audience is. All of this, though, is tempered by our warm and welcoming nature: We're not smart for its own sake – we want to help people with our knowledge.

SEARCH + TAGGING

Beyond the data engine, search and tagging are key features that differentiate the platform. Here, we explore ways to talk about them and explain why they matter:

- **Search every marketing *thing*.**

With Origami Logic, you can search across every object used for marketing. Every social post, video, display ad, website, URL, creative execution, every single *thing*. It's all available and immediately searchable, so you can dig in, find what matters to you, and understand how it is all performing.

- **Map your data however is most helpful for you.**

We can only help if the data makes sense to you. That's why we made it easy to classify and organize your marketing data in whatever way fits your mental model. These labels, or tags, are at the heart of what makes Origami Logic work – with them, you can organize data according to what makes sense to you: *You* choose the classifications, the framework, the hierarchy; *you* decide what's meaningful; so that when you want to ask the big questions, you always have the right context for the information. We automatically pull in any tags attached to your campaigns or channels, but with Origami, you can add new tags to help you categorize and explore your data in new and unexpected ways.

BEFORE + AFTER HOMEPAGE COPY

BEFORE	AFTER
<p>Do you know what happened today?</p> <p>Top brands choose Origami Logic for Marketing Signal Measurement</p> <p>[LEARN MORE]</p>	<p>Oh, “data into insights,” you say? Never heard that one before.</p> <p>Forget the buzzwords. Origami Logic helps marketers do what you do best, <i>better than ever</i>, by going beyond insights and letting you explore, understand, and optimize <i>results</i>.</p> <p>[SEE WHAT YOUR DATA CAN DO FOR YOU]</p>
<p>Global brands work with Origami Logic:</p> <p><< Logo Rotator >></p>	<p>Leading global brands trust Origami Logic to optimize their marketing performance:</p> <p><< Logo Rotator >></p>
<p>Where some marketers see campaigns, channels, devices and audience interactions, leaders see marketing signals – everywhere.</p>	<p>You’re already great at the art of marketing.</p> <p>But what happens when you add a little science to the mix?</p>
<p>Global brands are using Origami Logic to convert massive streams of marketing signals into actionable marketing insights.</p>	<p>Origami Logic offers analytics designed specifically with marketers in mind...</p> <p>...aggregating and normalizing all the diverse, ever-changing data that matters to you...</p> <p>...and letting you map it and explore it in whatever way makes the most sense to you...</p>

<p>Empowering marketers to measure, analyze and optimize their campaigns. Every day.</p>	<p>...so you can uncover timely and relevant insights, make better decisions faster, and do great marketing that will only keep getting greater.</p>
<p>Origami serves these leading global brands:</p> <p><< Logo wall >></p>	<p>Origami helps some of the world's leading brands get the most out of their marketing:</p> <p><< Logo wall >></p>
<p>Getting from marketing results to actionable insights should be easy. With Origami it is.</p> <p><< Form >></p> <p>[LEARN MORE]</p>	<p>You're already the best at what you do. We just want to help you do it even better.</p> <p><< Form >></p> <p>[SEE HOW WE CAN HELP]</p>