

Fast to market now. Durable moat next.

Every platform tells you it's working. Illuminate tells you what's actually true. Here's how we're building the measurement layer that separates Refractive from every other growth partner.

"The brands that win aren't spending more. They're measuring better. When you know which dollars drive real lift—not just platform-reported conversions—you make fundamentally different decisions. That's Illuminate."

Phase 1: Live today

We ship capability on day one by integrating best-in-class partner tools into a unified measurement workflow. No 6-month build cycle. No "coming soon." Clients get value immediately.

- **Attribution views + dashboards** — see the full customer journey across channels, not the fragmented story each platform sells you
- **Incrementality test design + readouts** — geo-holdout and conversion lift tests that prove which channels actually drive revenue
- **MMM planning + scenario guidance** — model budget allocation before you commit spend, using historical data and market context
- **Budget simulator + weekly memo** — a living document that tells you exactly where your next dollar should go, updated every week

Phase 2: Proprietary layer (6–12 months)

This is where the moat deepens. Phase 2 adds automation, intelligence, and workflow layers that can't be replicated by swapping in an off-the-shelf tool.

- **Automation + anomaly detection** — flag performance shifts before they cost you money. No more finding out at the end of the month.
- **Creative intelligence** — automatically surface which creative elements (hooks, formats, CTAs) correlate with real business outcomes
- **Standardized experiment reporting** — one framework for every test we run, so learnings compound and nothing gets lost
- **Deeper budgeting workflows** — move from “here’s a recommendation” to “here’s a button that reallocates your budget based on proven lift”

Built on trust, not lock-in

We don't trap clients with proprietary data silos. Illuminate earns its place by being better, not by being sticky.

Data export guaranteed

Your data is always yours. Full export, any time, no questions asked.

No lock-in

Leave whenever you want. If Illuminate doesn't earn its keep, you should.

Partner-agnostic

Open integrations. We work with your stack, not against it.

Quarterly roadmap updates

Full transparency on what we're building, what's shipping, and what's changed.

Why this approach wins

Building from scratch is slow and expensive. Reselling a tool is undifferentiated. We chose the path that delivers both speed and defensibility.

- **Immediate capability** — clients get measurement from day one. No build delay, no beta excuses.
- **Proof and case studies now** — every client engagement generates data that validates the model and builds the narrative.
- **Compounding defensibility** — the proprietary layer gets smarter with every test, every client, every dollar optimized. That advantage only grows.