

Win a paid analytics internship with Merkle — and \$1,000 in cash!

ENTER MERKLE'S BRACKET-LYTICS CHALLENGE: A model-based college basketball bracket competition for students

Inspired by the 2018 men's college basketball tournament, Merkle's Bracket-lytics Challenge is model-based tournament prediction competition where students go head-to-head to win an analytics internship at a Merkle office and **\$1,000 in cash**. As an individual or team, you'll build your own models and you'll be awarded points by correctly predicting the tournament game winners. The entry with the most accumulated points at the end of the tournament series will win the challenge!

Enter as an individual or create a team (of up to four members) and compete for the prize!

- ▶ Starting December 5, 2017, register at merkleinc.com/bracketlytics before **February 1, 2018**, and get a preliminary data set to begin training your models
- ▶ **March 11-15, 2018**, visit merkleinc.com/bracketlytics to make your bracket predictions — all teams must submit their model to marketing@merkleinc.com before the games begin on March 15, 2018
- ▶ The winner will be announced on **April 3, 2018** on Merkle's Analytics blog (merkleinc.com/blog)

Register at merkleinc.com/bracketlytics and get competition details

MERKLE

WHY SHOULD YOU INTERN WITH MERKLE?

Merkle is a global data-driven, technology-enabled performance marketing agency. We work with Fortune 1000 brands to win customers and build brand loyalty.

As a winner in Merkle's Bracket-lytics Challenge, you'll gain invaluable experience as an analytics intern working on our audience, experience or digital media analytics teams. Interns receive payment, comprehensive training, and mentorship and are assigned to hands-on, meaningful projects linked to one of our brand-name client accounts. Learn from marketing industry experts and use your analytical prowess to conduct customer segmentation, journey mapping or loyalty analysis. An internship with Merkle is an amazing opportunity to practice your skills in an exciting and fast-paced environment.