

Campaign Evaluation

An in-market approach to measuring and optimizing media campaigns

Confidently move forward with your executions

Campaign evaluation (CE) helps you understand whether your campaign was able to break through the advertising clutter and deliver your message to consumers. Comparing brand metrics pre- and post-campaign and exposed-unexposed conditions (for lead medium) reveals the impact of your campaigns.

Trusted by marketers and media agencies, CE not only measures campaign outcomes among your media target, but also provides clear recommendations for future campaign optimization.

Our approach

We conduct robust measurements of your campaign target audience, just prior to and at the height of your campaign. We assess:

- Brand metrics to determine impact
- Advertising KPIs – Ad and message awareness
- Creative diagnostics for campaign assets
- Media behavior questions for OTS

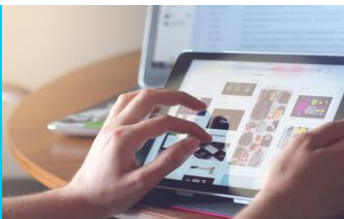
For online media we use advanced tagging technologies to passively register exposure. We can also supplement survey data with additional passive measurement modules to measure owned and earned media.

Our tools allow us to tailor our measurement plan to your needs – crucial if we are to understand campaign performance in the ever-changing media landscape.



When to use

- **Holistic perspective:** Understand brand impact by evaluating both creative and media strategy
- **Accurate, unbiased insights:** Determine exposure based on Opportunity to See (OTS), not recognition, as a basis for campaign evaluation
- **Actionable:** Analyze different levels of exposure to uncover optimal media pressure for lead medium
- **Fast and affordable:** Quick optimization and implementation in future campaigns
- **Flexible:** Use a consistent methodology that can be tailored to the needs of your campaign



Integrated perspective for deep understanding of media and creative



Ability to measure all (paid, owned & earned) touch points, using superior OTS method



Insights and recommendations delivered by media experts