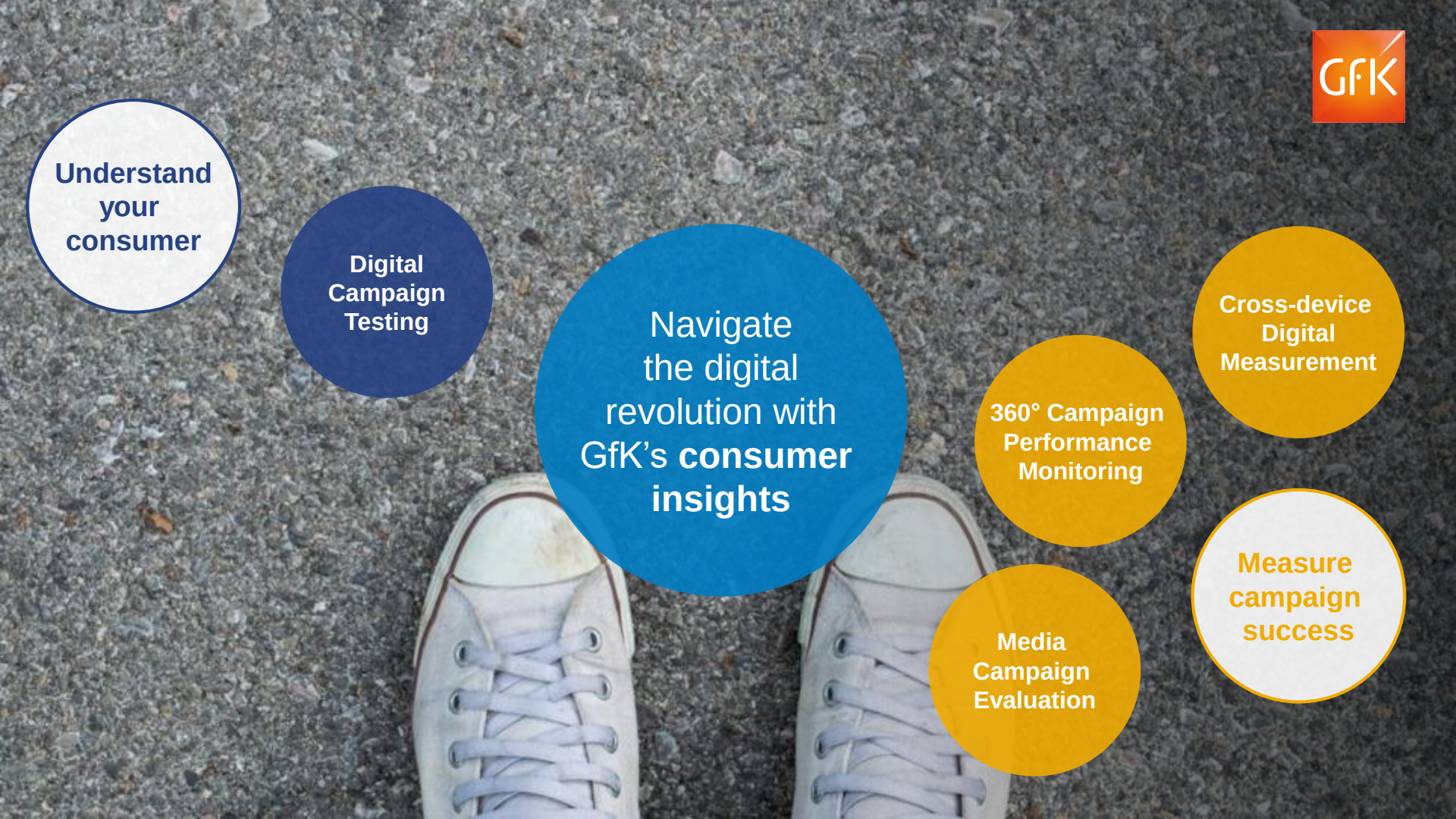
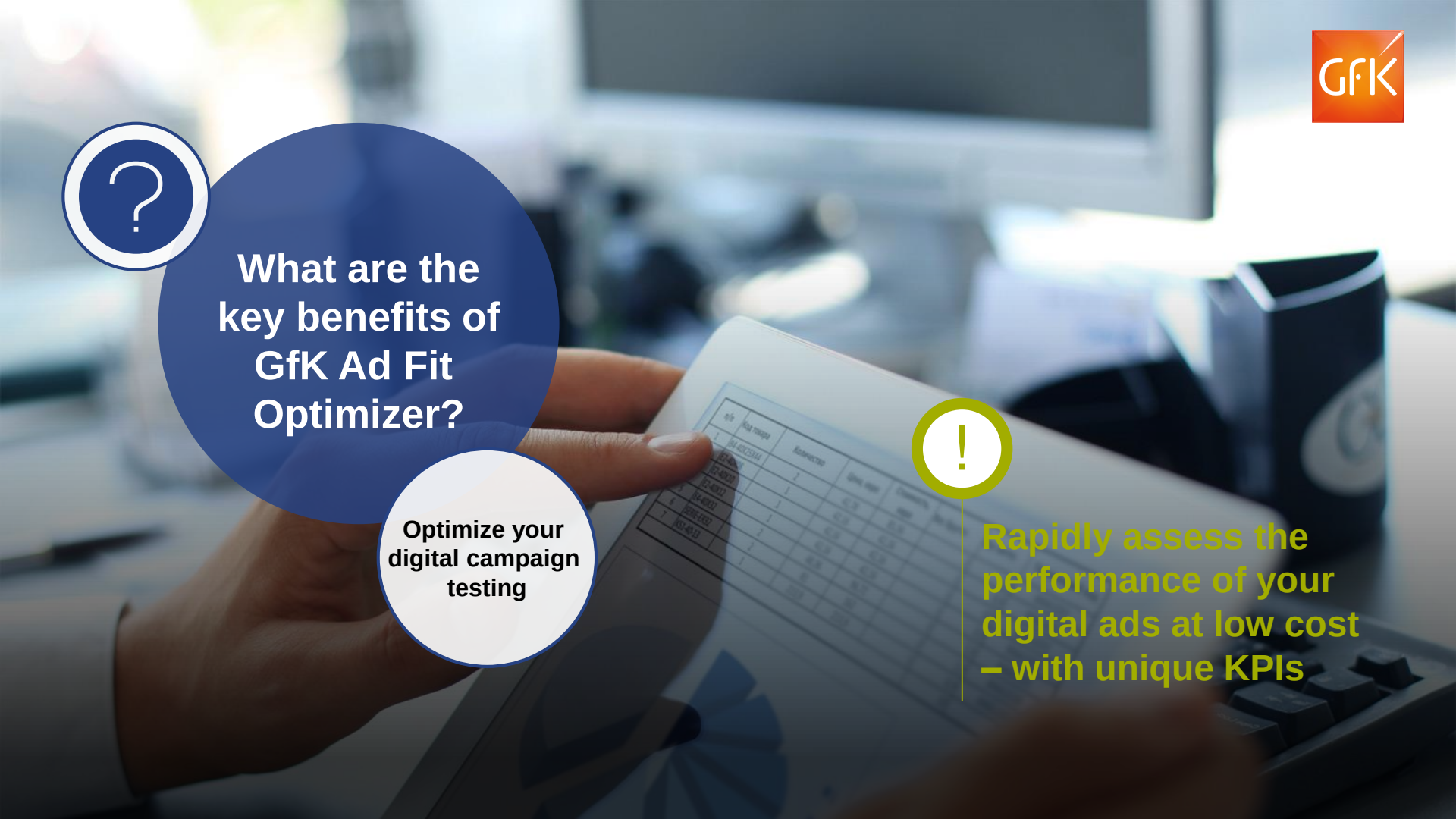
FOR SUCCESSFUL DIGITAL MARKETING IN A DISRUPTIVE WORLD


Understand your consumer
Digital Campaign Testing
Navigate the digital revolution with GfK's consumer insights
360° Campaign Performance Monitoring
Cross-device Digital Measurement
Media Campaign Evaluation
Measure campaign success

Understand the new consumer
Digital Campaign Testing


What are the key benefits of GfK Ad Fit Optimizer?
Optimize your digital campaign testing
Rapidly assess the performance of your digital ads at low cost – with unique KPIs

GfK Ad Fit Optimizer at a glance

Fast, aligned & cost effective pretest solution

> This is the ad-testing breakthrough I was looking for – flexible, efficient in every way, and just plain fast. Kudos to GfK for delivering a truly digital solution
>
> Jost Billig, Microsoft

- **Natural environment** for unforced exposure (low involvement)
- Hook & Hold power assessed with **behavioral measurement** (pre-cognitive reaction)
- **2 ads tested:** full diagnosis of your ad for actionable recommendations + test & learn insights from competition
- **Automated standard** process, yet, **open to custom questions** and optional diagnostic deep dive modules
- First results in: **5 days**[1]
- For video and mobile, roughly: **€5k per ad**

[1] Dependent on # of ads tested at one time. | Assumes standard questionnaire, 60%+ sample incidence with standard sample size of n=180 per test.

Measure Campaign Success
Cross-device Digital Measurement
360° Campaign Performance Monitoring
Media Campaign Evaluation

What are the key benefits of GfK Crossmedia Visualizer?

Visualize digital media behavior & device usage

Media usage and content consumption tracking in high definition, 24/7, at your fingertips

GfK Crossmedia Visualizer covers all relevant devices and content

Measured devices and content

Holistic online usage

Captures every click and thereby total online usage

Analysis for cross-device and individual device from online category down to domain/app level

Devices

All devices: fixed line, smartphone, tablet

Cross-device: fixed line vs. mobile devices

Smartphone & tablet in detail: separate analysis of mobile browsing and app

Content

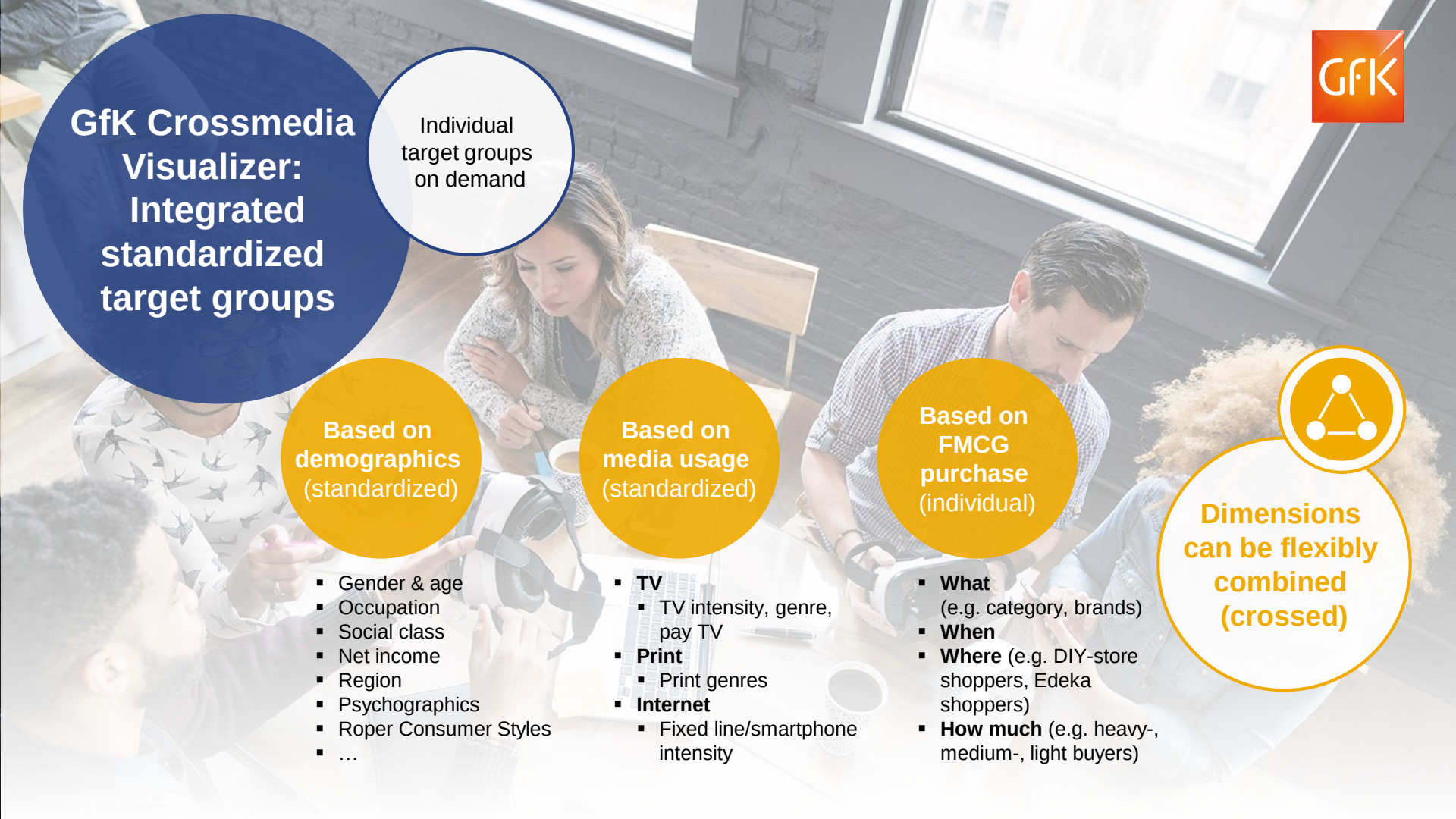
Domains, subdomains

Apps (active online applications)

Content Categorization based on **Business context, User Activity, Site/App Content**

GfK Crossmedia Visualizer: Integrated standardized target groups

Individual target groups on demand



Based on demographics (standardized)

- Gender & age
- Occupation
- Social class
- Net income
- Region
- Psychographics
- Roper Consumer Styles
- …

Based on media usage (standardized)

- **TV**
  - TV intensity, genre, pay TV
- **Print**
  - Print genres
- **Internet**
  - Fixed line/smartphone intensity

Based on FMCG purchase (individual)

- **What** (e.g. category, brands)
- **When**
- **Where** (e.g. DIY-store shoppers, Edeka shoppers)
- **How much** (e.g. heavy-, medium-, light buyers)

Dimensions can be flexibly combined (crossed)

GfK Crossmedia Visualizer – cross-device KPI's at your finger tips

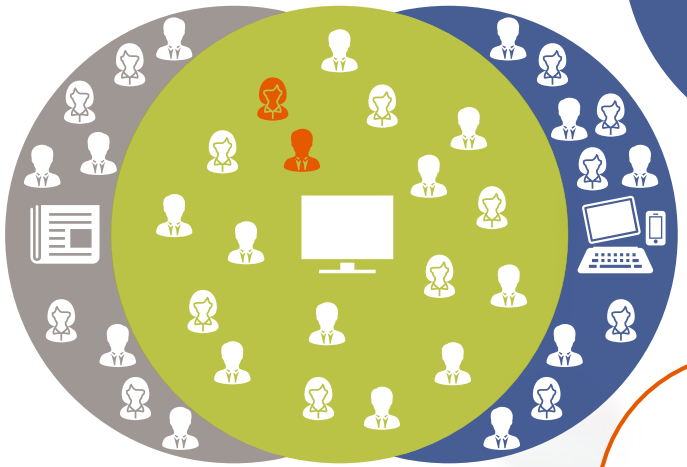
What are the key benefits of GfK Campaign Performance Analysis?

Monitor your online campaign performance

Monitor & evaluate your online campaign performance with comparable key KPIs

Campaign Performance Analysis

Key Questions answered by Campaign Performance Analysis (CPA)



Reach of Brand Target Group?

Incremental Reach generated to TV?

Determine the best vehicles to reach your brand target group

- Can digital add significant **incremental reach?**
- Can digital reach the target audience effectively? **Targeting accuracy**
- Were the valuable brand consumers reached? **Customer value**

Campaign Performance Analysis

Objectives

Reach KPIs

HOW MANY people are reached by my ad and **HOW OFTEN?**

Incremental Reach

What is the incremental reach of my online activity? Finding a way to **access light TV viewers.**

Target Group Attainment

Did the campaign reach **target audience/heavy buyers** of the focus product?

GfK Campaign Performance Analysis at a glance

Deep Dive on media performance

Campaign Reach

Provides Campaign Reach and Frequency KPIs by channel.

Demographics

Profiles reached by channel for key demographics.

Lifestyle & attitudinal characteristics can be added.

Target Group

Target group coverage: how well do different channels reach the core target group.

Efficiency

Measures how different channels reach current brand buyer group.

What are the key benefits of GfK Marketing Mix Evaluator?

Evaluate your media campaign performance

Quantify your Cross-Media Sales-Impact on revenue

Clients Needs

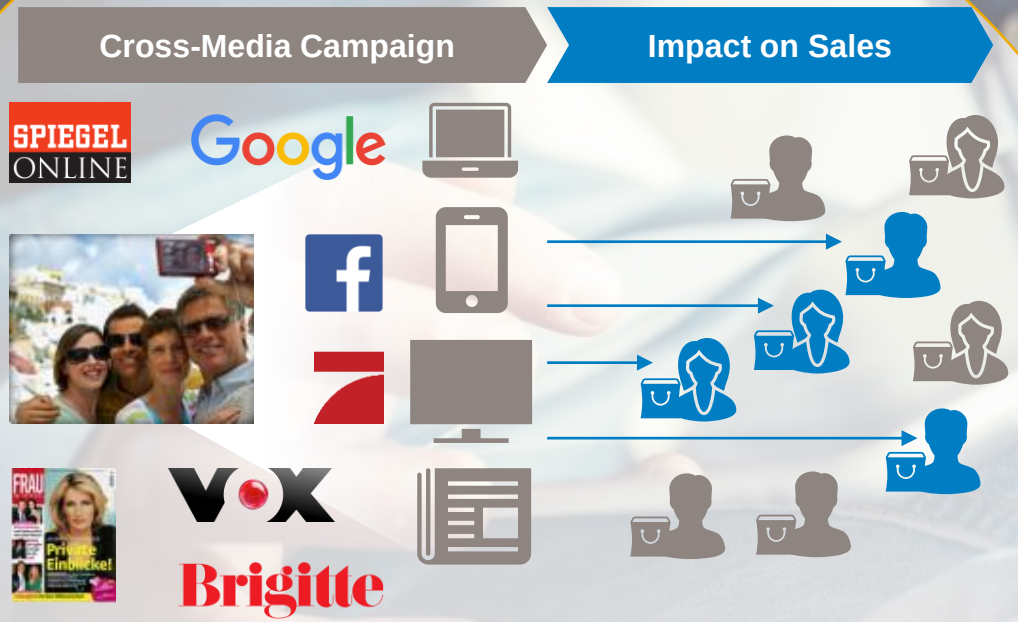
With the increasing relevance of integrative campaigns, media management face the challenge to verify which campaign elements generated incremental turnover and which medium worked best within the brand’s target group.

Benefits

The **Marketing Mix Evaluator** quantifies the media impact on sales including Return on Investment (ROI). The MME reveals sales impact separated by single campaign elements, considers interaction effects and accounts for different effects on target groups. It therefore provides all knowledge needed for media campaign evaluation from a selling point of view.

Marketing Mix Evaluator Objectives

Questions answered



- Did the campaign generate **incremental turnover**? How much?
- How high is **Brutto-Return-on-Investment** (ROI)?
- How much is due to TV, Online, Magazine, etc.?
- How high are **synergy effects** due to mixed contacts?
- Did different campaign motives work differently?
- How did the campaign perform within brand target group?

Marketing Mix Evaluator

Approach to quantify sales impact on revenue

Sales Drivers

- **Media Contact** (With product in focus; for TV, Online, Magazine, etc.)
- **Promotional Contact** (With product in focus)
- **Loyalty** (In terms of loyalty classes; depending on buying behaviour of focus brand)
- **Demo-graphics** (Age, income, size of household)

Purchase decision

Purchase of focus brand

Yes

No

GfK Marketing Mix Evaluator at a glance

Deep Dive on media efficiency

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Sales Impact

Quantifies sales impact on revenue.

We help you make the right strategic business decisions in a disruptive world
Grow your Business in a highly competitive environment
Talk to our experts now!
GfK