

# DIGITAL CAMPAIGN PLANNING CONT.



## Measurement:

- Measure the performance of your ad campaigns with analytics
- Measure incremental brand lift and attribute credit
- Measure across devices, channels and publishers
- Measure objective-specific outcomes with Key Performance Indicators

## Reach:

How many people have you reached with your message and how many times have you reached them?

Reach is how many people we have reached with the message. Frequency is how many times they have seen it. This is the foundation of media effectiveness. People-based measurement has to be the basis of this metric.

## Resonance:

How has awareness and perception of a brand changed as a result of media exposure?

Have we changed the perception of the brand? For example, say Procter and Gamble launches a new brand of toothpaste and wants to know how many people engage with their ad and are aware of the new product. At a different stage, a bank like Citibank may already have high awareness. In this case, we want to help them with people's perception of the brand rather than building awareness.

## Reaction:

Did I cause a customer to act—to buy a product, sign up for a service or make a referral?

Our approach is to help advertisers with measurement, provide data to those objectives when we can, while using lift-based approaches to calibrate and optimize your digital campaign.

- Campaign reporting based on available Key Performance Indicators
- Paid advertising solutions based on your marketing objectives
- Facebook and Instagram advertising campaign management
- Various social network campaign management, such as:
  - Twitter, LinkedIn, Google+, Pinterest and more.

