

Savanta: Essentials Campaign Evaluation

Measure the impact of your campaign over time on KPIs and the strength of creative

Introducing the Essentials range:

Essentials are a suite of research products that have been designed by our team of experts to offer a simple, cost effective alternative to answering your business objectives.



How it works

Work with Savanta's media specialists, who have tested multi-channel campaigns for a variety of different brands and agencies, to craft your multi-stage questionnaire.

The team can add in campaign specific questions and audience criteria to give you the insights on how your campaign is performing.

Five key stages:

- Work with the Savanta team to adapt your questionnaire template
- Identify your target audience
- Survey in field
- Access online dashboard for results
- Understand the impact of your campaign



What you will understand:

Helping you to...

- Identify how well your campaign is performing on increasing KPIs relative to other campaigns
- Establish uplift scores for brand awareness, brand image perceptions and how your campaign is influencing consumer behaviours, including purchase intent
- Understand which elements of your campaign are working hardest and performing best
- Ascertain how your creative is performing relative to other campaigns
- Inform future campaign development, identifying opportunities for further optimization

Costs:

Starting from £3,500 (exc VAT)

(Based on n=500 completes per Pre & Post campaign, amongst UK Nat rep audience)

Why Essentials Campaign Evaluation?

Benefits include:

- **Benchmarked data** – Understand where your offer fits alongside the competition. Over time build up a benchmark library of your uplift scores across brand awareness, brand perception, purchase intent & actual purchase
- **Complete flexibility** – Add bespoke questions and target different audiences whilst working within the module parameters
- **A cost effective, high value alternative** – Essentials allows you to run your core projects at a lower cost in a post pandemic & Brexit market
- **Visual outputs** – Online dashboard with easy-to-understand set of deliverables
- **Expert design** – Questionnaire designed by our media experts.
- **Speed of delivery** – Working within consistent modules speeds up all elements of the process. Results can be turned around in as little as 24 hours

Deliverables:

- Access to online dashboard with automated insights of key campaign metrics
- PPT Charted output by question
- Excel data tables
- Pdf summary deck
- Online cross-tab functionality for data interrogation

Get in touch



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