



Essentials Campaign Evaluation:

Watch your campaign moving in market, so you can adapt and boost its performance on the fly.



A simple 5-step process:

01 Define:

Your target audience, sample size and wave frequency.

02 Build:

Custom questions specific to your brand, category & campaign.

03 Measure:

Brand uplift from your campaign across KPIs, recall of your campaign and how well the creatives are received.

04 Compare:

Benchmarks against other campaigns across a range of sectors.

05 Deliver:

Online dashboard with automated insights of key campaign metrics, plus Excel data tables, charted PPT by question, PDF summary deck and online cross-tab functionality for data interrogation.



**Savanta Essentials
Campaign Evaluation:**
Starting from £3,500 (exc. VAT)

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

 **Essentials**

**Introducing the complete
Savanta Essentials range:**

Savanta Essentials is a suite of research products designed by our team of experts to offer a simple, low cost, high value alternative to traditional research and insights.

The same quality and rigour you'd expect, just fuss-free, fast, and flexible.