



Growth
from
Knowledge

Brand-Centric Campaign Evaluator

*Get an end-to-end view of your
campaign's performance*

Compared to just a few years ago, today's consumer/media relationship is almost unrecognizable. Trends toward increased usage of streaming TV and social media have only accelerated during lockdowns, with 7 in 10 ad dollars now flowing to digital media. Marketers and planners need to rethink their assumptions about ad planning and measurement – and meet the growing demand for proof of performance.

Too many of today's ad metrics sit in siloes, resisting a unified approach to measuring ad effects and brand lift. Marketers can measure TV or social, reach and frequency or brand health – one market at a time. To meet the needs of today's market, campaign measurement needs to:

- **Evaluate** the impact of campaigns on brand equity measures
- **Provide** a reliable picture of ad exposure through passive data
- **Inform optimization** of TV / OTT and social media mix to effectively target and message to key audiences
- **Measure** global campaigns via a scaled solution

GfK is delivering on these needs with its Brand-Centric Campaign Evaluator, an all-in-one system for assessing campaign proof of performance that leverages Facebook and OTT/TV ad exposure with sophisticated **Campaign Performance** and **Brand Lift** analyses.

First, through comprehensive audience insights, you can define your campaign's channel performance on reach and targeting. Focusing on social media and OTT/TV, you'll find out:

- Which **channels** are **driving reach**?
- **Who was reached** by the campaign?
- Did your **targeting strategy** succeed?

Then, GfK expands the frame with a **complete look at channel impact on your brand KPIs**. This empowers you to **understand the role of each channel** for managing your brand

- Did the campaign **strengthen your brand**?
- **What channels are important** to build your brand?

About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world "Growth from Knowledge".



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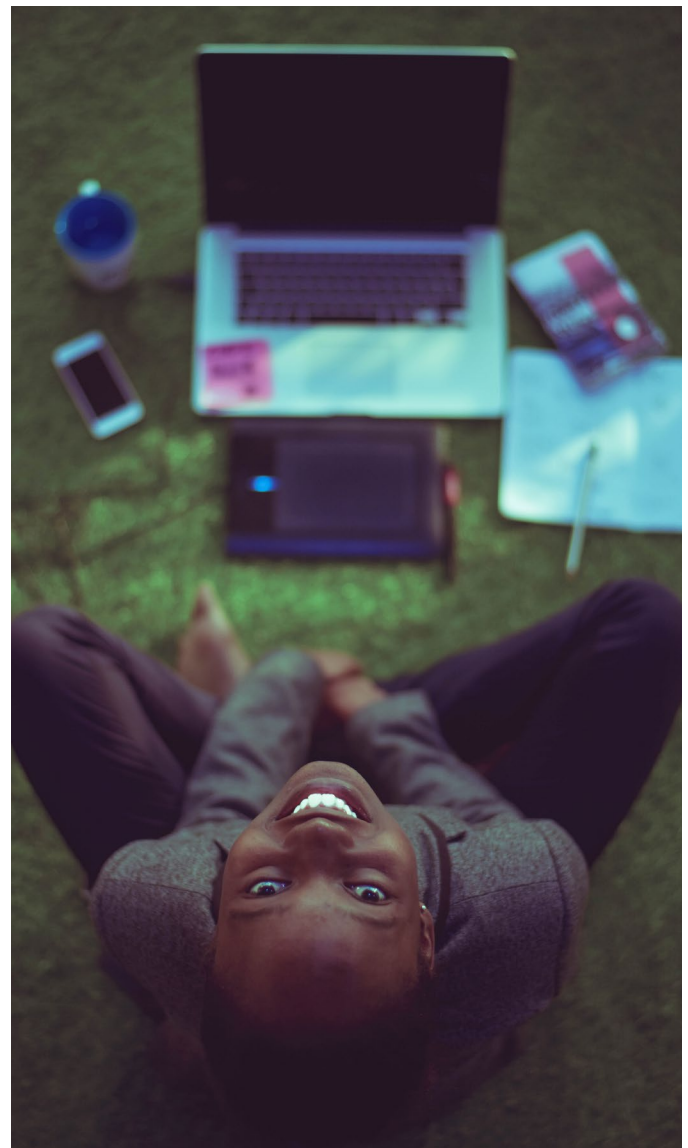
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The result is a uniquely rich understanding of your campaign's achievements across goals and media platforms. GfK's system leverages key partnerships and data resources, including:

- **Facebook and Instagram ad exposure data** – who has seen your ad on key social platforms
- **Additional Social Media Channels** – measured through an enhanced Opportunity to See (OTS) model
- **TVision Insights** – a unique approach to measuring TV ad exposure and engagement
- **MRI's Survey of the American Consumer®** – the definitive study of consumer behaviors for weighting of media data

Learn how GfK's Brand-Centric Campaign Evaluator can help you optimize your campaign's effectiveness with new precision and insight – through a simple, all-in-one approach that leverages top-quality sources and methods.

For more information, contact
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