

Campaign Optimiser 2.0 **future thinking**

Understand the relative effects of different platforms on awareness and efficacy of multimedia campaigns.

How it works: Multimedia plays an increasingly important role in forming and evolving brand opinion and its identity. Campaign Optimiser 2.0 enables you to fully understand the relationship between the different elements of a multiplatform campaign on your brand.

Campaign Optimiser 2.0 will measure all key platforms and their relative impact including, broadcast, radio, out-of-home, print, mobile and online.

Using regression analysis and Shapley values it shows the contribution each platform makes to overall campaign awareness, as well as the impact each platform has on key metrics such as brand awareness, warmth and purchase intent.

Campaign Optimiser 2.0 measures not only how a campaign has performed, but can also use learnings from a past campaign to predict best multi-media strategies moving forward.

Client benefit/deliverables:

- Measure the overall impact of your campaign
- Ability to quantify the effect of each element of the campaign
- Measure which elements of the campaign mix are over or under-indexing comparative to spend per platform
- Interactivity enables you to adjust spend across all media platforms to predict best future strategies

