

SERVICES ARE ALL ABOUT **EFFECTIVENESS** SEARCH AND KNOWLEDGE UPGRADE ON SPECIFIC TOPICS

STRATEGY/ BRAND AND MARKET

TACTICS/ CAMPAIGNING



PERSPECTIVES

- Market Trends
- Brand position – base indicators
- Competition
- Marketing factors
- Consumer behavior



PROFILING

- Best potentials
- Consumer segmentation
- Purchase process
- Media and ad exposure (broad & deep)
- Main insights



JOURNEY TO CONVERSION

- Purchase funnel detailed
- Brand position – live indicators
- Touchpoints exposure and contribution
- Efficiency & effectiveness outcomes
- Innovation and communications testing



EFFICIENCY

- Pre & post Testings / perf. evaluation
- Always on trackers analysis
- Qualification of the contacts
- Direct ROI
- Impact on brand KPIs (short term)



EFFECTIVENESS

- (dashboarding)
- Mid & long-term impact on brand
- Business ROI metrics
- Total attribution analysis
- Strategic outcomes sharing and marketing plans optimization

