



Measuring Campaign Impact Effectively

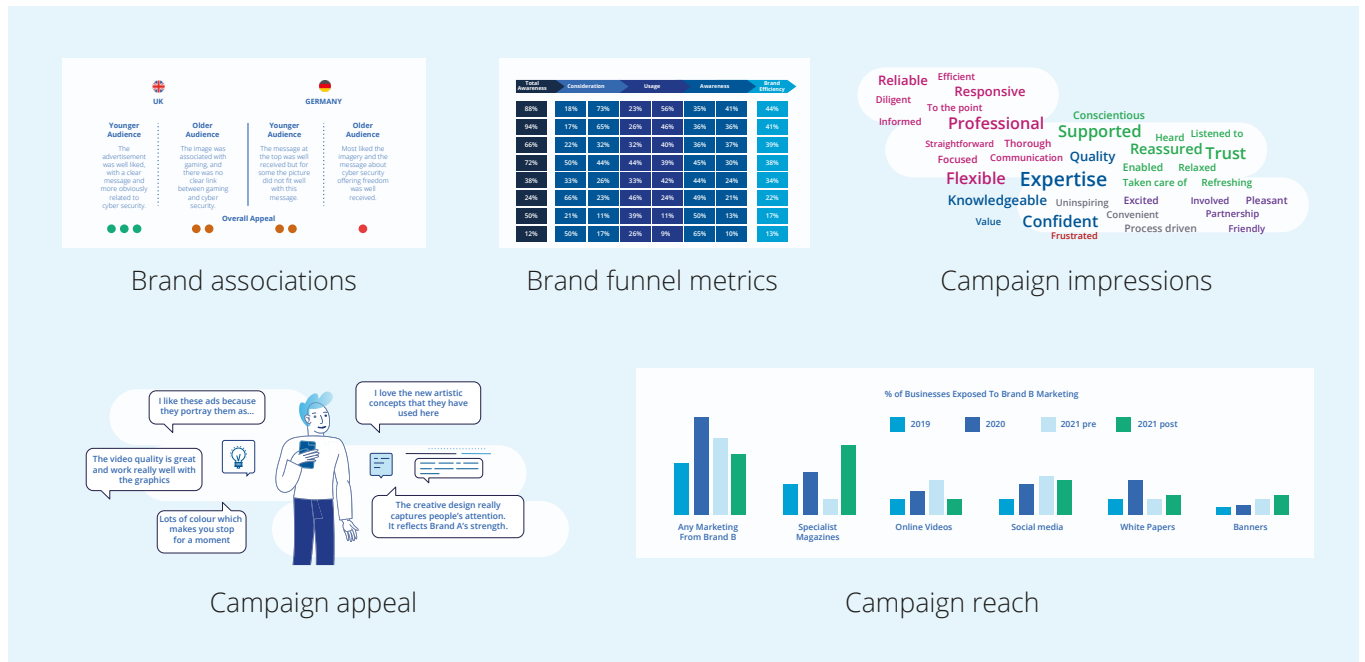
In the world of fast, short-lived digital marketing, measuring campaigns and their success is vital. By utilizing pre- & post- campaign metrics, you gain valuable insights into the effectiveness of advertising design, timing and channels used.

The benefits of pre & post campaign measurement

Pre-campaign metrics establish a benchmark for comparison and goal setting. They provide a clear view of the starting point, enabling us to set realistic objectives and key performance indicators (KPIs) for the campaign. Once the campaign has been live and the second round of feedback gathered, post-campaign metrics become your key data points. By comparing this data to pre-campaign outcomes, valuable insights can be gained concerning return on investment (ROI), shifts in brand perception, conveying key information, and general meeting of goals and expectations. Without the pre-campaign survey, post-campaign data lacks necessary context.

What can we measure?

- Brand awareness, consideration, usage & advocacy
- Campaign effect on likelihood to consider to use in future
- Brand associations
- Perceived positioning in the market & comparison to competition
- Campaign reach
- Recollection of noticed advertisement before & after the campaign
- Specific advertising recollection post-campaign
- Campaign impressions, appeal & associations



What will you get? Your deliverables

A comprehensive report & consultancy from our research experts detailing the following:



Recommendations on future campaign improvements



A read on channel effectiveness



Your current competitiveness and appeal in the market

Approach & timeline:

To reach standard B2C or B2B professionals via an online survey, we plan with the following timeline:



A compelling case study:

The challenge:

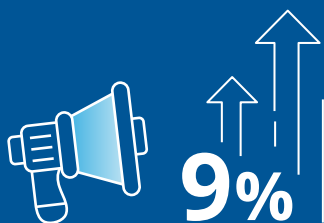
Our client – a technology solutions provider – was unsure how people perceived their different products. They wanted to understand how strong their awareness and views on the brand were in comparison with the competition.

The solution:

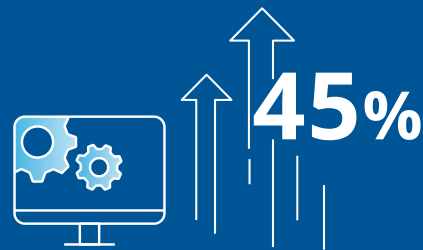
A multi-channel campaign (OOH, social media, podcast, business publications) was developed to drive awareness and brand perceptions. To measure the impact and impressions of the campaign and brand, an online pre- & post survey was conducted.

The insight:

The research allowed our client to understand the overall effectiveness of the campaign and determine which KPIs were met. The campaign effectively increased brand awareness by 9% and drove the likelihood to consider tools up by 45%.



Brand awareness



Likelihood to consider tools

Additional insight identified which channels would be most effective in future campaigns, elements of the design that were disliked and the ideal ad video length to get the most engagement in the future.