Improve Campaign Efficiencies with Critical Brand Metrics

Campaign Measurement and Impact Reports

What is a Campaign Measurement (CM) Report?

CM is a report on the effectiveness of a campaign in terms of reach, frequency and GRP's versus an online profile.

How will it help me?

CM provides deep campaign insights including a list of top performing sites and low ranking sites to better optimise a media plan.

What is the benefit of CM versus other reports?

These reports are cost effective, easy to implement and data is robust.

What is the output of the campaign?

CM is delivered in PDF or PPT format during or after the campaign.

What is a Campaign Impact (CI) Report?

CI is a report on the effectiveness of a campaign in terms of uplift in critical brand metrics such as awareness, consideration, purchase intent and brand advocacy.
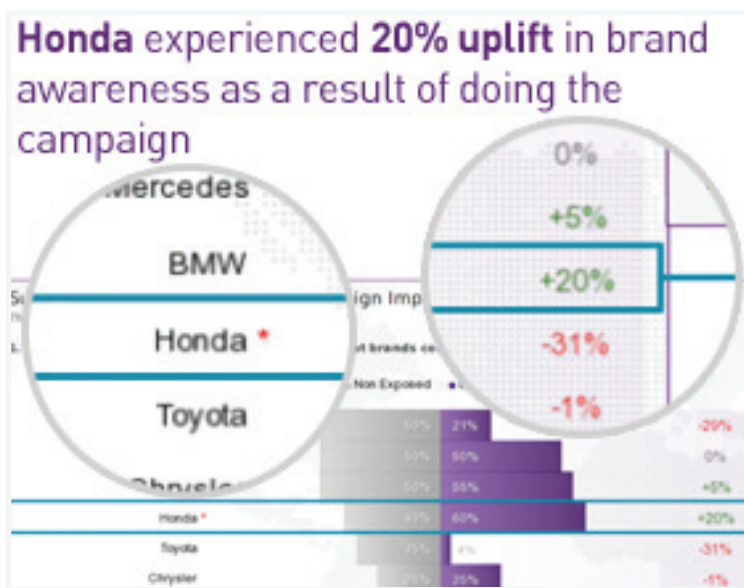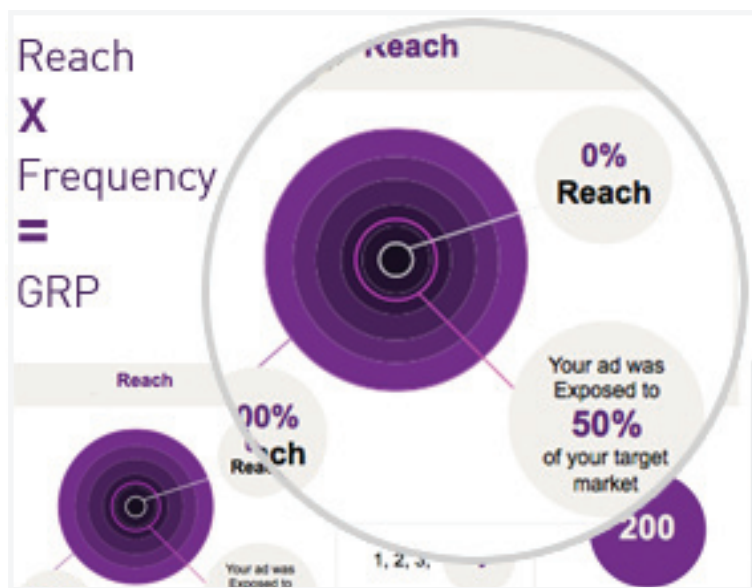
How will it help me?

CI provides insight to help optimise the creative design, messaging and channel type for future campaigns.

What is the benefit of CI versus other reports?

These reports are cost effective, easy to implement and data is robust.

What is the output of the campaign?

CI is delivered in PDF or PPT format after the campaign.

Who should use these reports?

Publishers, agencies, ad networks and brands running their own digital advertising campaigns.

Benefits:

- Assess the effectiveness of the campaign creative and messaging by surveying a sample of people exposed and not exposed to the campaign.
- Provide strong brand related metrics at an affordable price to highlight the strength of online vs other channels.

em: effectivemeasure

To find out more about **Campaign Measurement and Impact Reports** please contact **mea@effectivemeasure.com, +971 4434 1302**

Campaign Impact & Measurement Implementation Process

	STEPS	AGENCY REQUIREMENTS	RECOMMENDATIONS
PLANNING *two-six weeks prior*	Agency gets brief and establishes objectives. Budget allotment in the campaign. Creative components + media plan developed.	• Objectives of the campaign. • Budget for study approved. • Campaign media plan provided (in confidence).	If your media plan includes global publishers, we recommend you allow 2-6 weeks lead time for implementation of survey tags on their sites. EM will help you facilitate the conversations with the publishers to get them tagged and surveys launching in the campaign environment.

		AGENCY REQUIREMENTS	EM REQUIREMENTS
two-four weeks prior	Order form is sent from EM. Signed and approved by client. Identify what type of study best matches campaign objectives.	• Signed and returned order form. • Complete Campaign details form. • Pick type of study to run. • Media plan sent to EM. • Publishers engaged to run survey.	• Create and send order form. • Create beacon. • Send beacon + implementation instructions to the agency. • Assist agency in liaising with the Publishers to run surveys.

	STEPS	AGENCY REQUIREMENTS	EM REQUIREMENTS
IMPLEMENTATION *one week prior*	Setup of campaign measurement study. Setup of brand study survey. Impressions test. Setup reporting + update checkpoints.	• Implement tag (or get client to do so) on creative. • Send EM URL's of where the creatives are running. • Approval of survey preview.	• Setup report for CMCI study. • Setup Survey. • Send preview link for survey. • Impression capture tests.

	STEPS	AGENCY REQUIREMENTS	EM REQUIREMENTS
START OF CAMPAIGN *week one*	Campaign goes live	• Pushes creative live.	• Survey goes live. • Impressions captured, confirmation sent.

	STEPS	AGENCY REQUIREMENTS	
DURATION OF CAMPAIGN	Regular impressions + study checks between agency and EM.	• Updates on impressions.	

	STEPS	AGENCY REQUIREMENTS	EM REQUIREMENTS
POST CAMPAIGN *one week after*	Campaign wrap up & final report is delivered	• Were the goals met? • How can we optimise for future campaigns?	• EM delivers report to agency. Presentation can be delivered on certain occassions