Market context: Management of cross-media campaigns

- More media channels available than ever before, making it harder to reach target audience effectively.

- Intense competition for consumers' attention, making it harder to achieve high ROI.

- Some media channels are expensive, which makes access to specific targets inefficient and costly.

- Fragmented audiences make it necessary to develop multi-channel marketing strategies.

- Data-driven advertising is increasingly important for creating targeted and personalized campaigns.

- Changing consumer behavior, such as using ad-blockers or non-traditional media channels, makes it harder to reach target audience effectively.

The present challenges of evaluating effectiveness of cross-media campaigns

- Combining different datasets can lead to low-quality results

- Some media channels are difficult to measure, resulting in data gaps

- There is no way to combine data on campaign effectiveness with reach and frequency data

- Daily reach and frequency data is not available due to limitations in current models

- Adding demographic and custom profiling data can further complicate the process and cause delays

How do you measure the effectiveness of your cross-media campaigns?

Our answer to your challenges

- A single source for TV, radio, online video, online audio and display

- A single panel with passive, continuous, uninterrupted measurement of the panelist

- Visibility over your campaigns and those of your competitors: both for the future and in retrospect

- Over 50 socio-demo profiling variables + psyco-attitudinal variables (personality traits, values) + 10 vertical profiling on consumption and lifestyle behaviours

- Post view analysis: what owned DTP's they visited after being impacted by the campaign

- Measurement of your campaigns' impact on your brand's KPIs: campaign recall, rating of advertisements, purchase intent, etc

The solution: Media Effect   FZ FLUZO

- A cross-media campaign tracking dashboard that is customizable, easy to access online, and updated weekly with daily data

- A unique tool that provides insights on the reach, overlap, and frequency of all media channels in a campaign plan, including linear and connected TV (Netflix, Prime Video, etc.), radio, digital music streaming services (Spotify, Apple Music, etc.), walled garden platforms (Amazon, Meta, Google, etc.) and display ads.

- A tangible helping hand to simplify internal reporting by cross-referencing exposure data with specific demographic and profiling variables

- A combination of exposure data with post-test surveys to measure the campaign's impact on brand KPIs (brand uplift)

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