

MEDIA IMPACT



Media Impact measures the ROI of digital media.

IT HELPS YOU TO



ADJUST

campaign reach, frequency and length.



MEASURE

additional purchases the campaign delivered.



CHOOSE

most effective platforms and ad types.



MAKE DECISIONS

on how to optimise future campaigns.

BENEFITS



TARGET

the most receptive audience.



DETERMINE

most effective campaign execution.



IDENTIFY

the most effective sites.

QUESTIONS



What ROI did my campaign deliver?



Who did it reach?

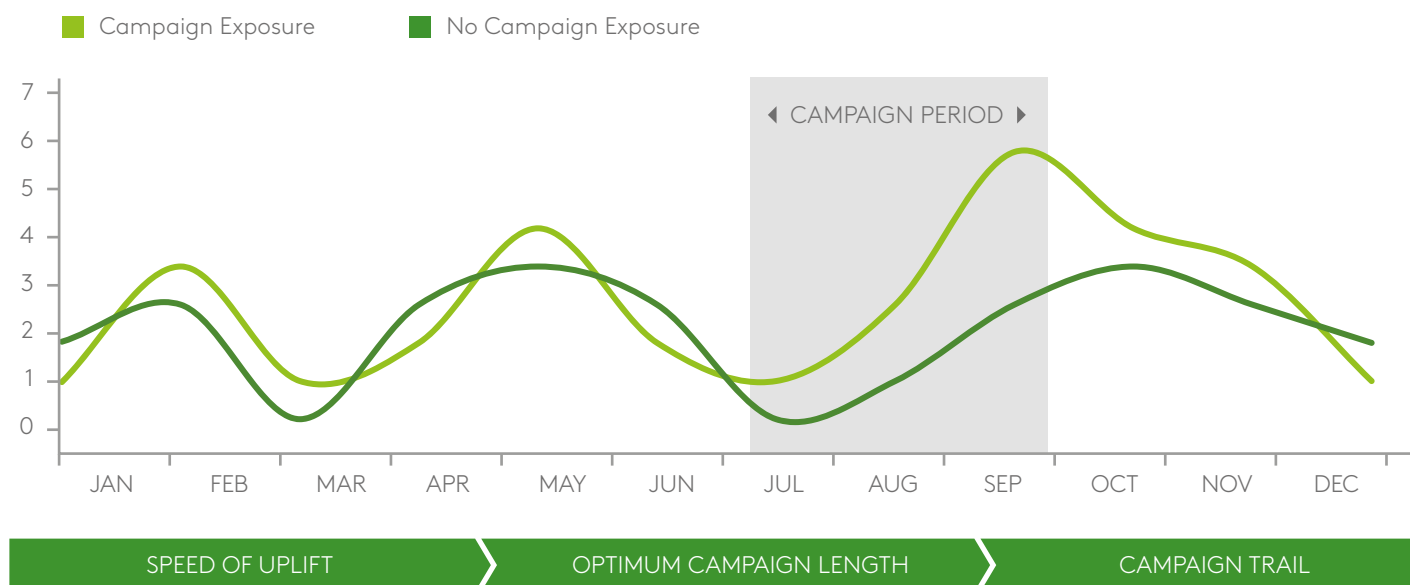


Which platforms and websites delivered?



What should we do differently next time?

TRACK CAMPAIGN ROI OVER TIME



HOW WE MONITOR CAMPAIGN ROI

Test and control.



WHAT'S THE BEST MEDIA STRATEGY FOR YOU?

Media Impact sits within the Media capability. To find out more about this and our other capabilities please contact your Kantar Worldpanel representative.

