

Campaign Tracker AustraliaTM



The Campaign Tracker AustraliaTM is a new and cost-effective information service. It provides continuous performance feedback to advertisers, agencies and commercial media directly from the point of promotion (POP) or the point of sales (POS).



Campaign impact @ POS!

Typical campaign research employs a pre / post exposure or exposure / control design to measure the impact. Most surveys use the online / self-completion or the personal interviewing methodology to acquire the responses from the target.

The **Campaign Tracker AustraliaTM** measures the performance of each campaign element including the brand perception, creative appeal, media performance and audience response. It links these measures to the actual buying intentions or sales from the campaign.

This behaviour based methodology provides a direct and instant measure of the campaign impact. It reports cost-per-conversion (CPC) for each element and the entire campaign.

The CPC measure is similar to the 'cost-per-click' metric in Online advertising. The more conversions a campaign delivers at the POS and the lesser its costs, the higher its return on investment [ROI].

The **Campaign Tracker AustraliaTM** is targeted at the national advertisers, agencies, planners and the media networks in Australia. It is available on a weekly, fortnightly or monthly subscription basis.

Please contact MARKET BEAT RESEARCH for further information.

Campaigns @ POS
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