

# Media Tracker Australia<sup>TM</sup>



The Media Tracker Australia<sup>TM</sup> is a new and cost-effective information service. It provides continuous performance feedback to commercial media, retail outlets and national advertisers in Australia.



## Media performance @ POS!

Conventional media research reports on the audience exposure or program response of a media. It then associates advertising effectiveness with this indirect metric.

The **Media Tracker Australia<sup>TM</sup>** measures the direct awareness, recall and campaign impact at the POS. It links these measures to the buying intentions or sales as a result of the campaign.

This behaviour based methodology provides a direct and instant measure of the media performance. To determine the actual campaign impact at POS, it compares the cost-per-conversion (CPC) for each media in the communications mix.

The CPC measure is analogous to the 'cost-per-click' metric used by the Online media. The more conversions a media can deliver at lower costs, the more efficient it is – the higher its return on investment [ROI].

The **Media Tracker Australia<sup>TM</sup>** is targeted at the media networks, advertising agencies, brand advertisers and national retail outlets. It is available on a weekly, fortnightly or monthly subscription basis.

Please contact MARKET BEAT RESEARCH for further information.

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