

Overview

- How did my CrossMedia campaign perform overall, did I reach my target audience and what brand-building role did each channel play?
- How can I measure the effectiveness of my Brand campaign by leveraging real-time exposure triggers?
- How can I optimise my media strategy and media planning with faster access to insights?
- How can I identify the most cost-effective channels of my multi-channel campaign?

LIFT+ powered by THX. Is the next Gen Real-time exposure CrossMedia tracking methodology based on factual consumer behaviour tracking. You can measure media contribution of all the channels that matter to you including Out-Of-Home, In store activities.

It provides faster access to consumer insights, allowing you to optimise media-mix during and post campaign.

LIFT+ powered by THX. helps you track 24/7 real consumer media exposure to measure channels ROI and optimise your Media-mix

Key benefits

- Analyse efficiently your CrossMedia campaign's impact with **real-time exposure data capturing real-time behaviours**
- Evaluate brand and creative impact of your overall campaign as well as each media channel
- **Speed to insights**
- Open-up retail measurement opportunities with deeper analysis
 - Ability to track in-store visits and possibility to match with sales
 - Ability to track out of home advertising impact with granularity
- Cost-effective thanks to streamlined set-up and delivery

Design snapshot

Control v. Exposed methodology, N=500-750 respondents in total depending on campaign size and audience

Quick pre-campaign set-up. Surveys can be conducted post-launch, or for long campaigns during. Ability to test multiples campaigns running at the same time.

Real-time GPS location tracking, Real-time audio matching, Short mobile-friendly surveys among a high quality audience with distinctive characteristics. 200+ variables collected on an ongoing basis, allowing good targeting. Consumer videos for qualitative insights.

Deliverables

PowerPoint delivered with reduced timeline, as little as one week post campaign for TV, Radio, Out-Of-Home, online videos.

Key metrics

Brand Lift:

- Total campaign effect
- Brand growth contribution of each channel, MDS

Media mix-optimisation:

- Reach, contact frequencies and impact
- % Overlap, unique reach

Creative quality scores

Retail insights (add-on):

- Instore traffic and activity

Cost efficiency per channel (add-on)