

BrandSpector | Effects & Reach

Know more about your Campaign effectiveness and efficiency.



Effectiveness control of online campaigns via accompanying surveys is a well-established instrument in marketing controlling. Traditional surveys recruited for on-site, however, are facing a large variety of quality issues and other problems. In partnership with Toluna, nurago offers a proven and tested alternative, which covers the needs and demands of advertisers, media agencies, and research institutes. In addition to the surveys, structure data of the panelists exposed to a specific campaign help with drawing conclusions on the campaign's planning efficiency for precise targeting.

Answers to your Questions

BrandSpector developed by nurago and Toluna offers a new approach to optimize online advertising campaigns' efficiency and effectiveness:

- Media owner independent guaranteed neutral evaluation
- Easy planning and quick implementation
- Panelists' pre-screening for specific target group focus
- Low drop-out and high response rate
- Single source for long term or trend studies possible
- Enrichment with structure data of panelists
- Analysis of test group acc. to measured frequency class
- Weighting against industry currency
- No overload of website visitors by survey pop-ups

BrandSpector Effects

In order to evaluate the effectiveness of online campaigns, nurago and Toluna have enhanced the traditional approach – via simple pre-/post-questionnaires recruited for on-site – with sophisticated tracking for a quasi-experimental study design: More than 150,000 panelists in the UK (and many more internationally) are anonymously flagged with a nurago cookie. On the other side, nurago codes are integrated in the tracking tags of all the ad formats of a respective campaign to be tested, which then allows to register all the panelists' exposures to the campaign.

Panelists with or without campaign exposure can be invited to a survey via email at any time – depending on individual clients' needs and demands. Differences in answer patterns can be attributed to specific online advertising in various contact frequency classes. Short surveys around traditional branding dimensions such as brand image, brand recognition, advertising awareness, or purchase intent are possible, as well as complex methodology-concepts with various comparison groups or specific (niche) target groups.



Optimal Pre-Selection

Panelists can be precisely selected according to specific attributes: Exposure on defined environments, contact with certain ad formats or creative executions, or at certain points in time, are as equally feasible selection criteria as information on usage habits, which Toluna has saved in its user database.

BrandSpector Reach

In order to prove a campaign's planning efficiency, and make amendments in future planning schedules, the panelists do not even have to be surveyed, as Toluna already has a lot of information on them in its database. A structure data report giving age, gender, household income and social grading of the panelists exposed to the respective campaign can also be enriched with data from Toluna's specialist panels (i.e. "Ford owners" from the Automotive Specialist Panel).

In order to give representative answers about the reached users' structure and statistically weighted against total online population in the UK.

Due to very quick availability and producibility, the results of the structure data report are not only suitable for evaluation after campaign termination, but can also be used to control and, if applicable, optimise individual media owner targeting.

Timing

A leadtime of 1-2 weeks needs to be considered when planning such a research project. Survey field time always depends on individual campaign planning.

Results

nurago's realtime reporting allows continuous control and data export at any time for all *Reach* data. Registered data can be aggregated according to the client's individual needs and demands.

Effects data is usually delivered as SPSS data set. If requested, further analysis services such as codification of open questions, or production of volume of tables can be offered. In addition, we are highly receptive to requests for overall data analysis, or presentation and recommendation in PowerPoint.

About the Companies

Toluna's and nurago's joint product has been developed over the past 18 months and so far been used for more than 100 campaigns.

Toluna is Europe's leading independent online market research panel to the global market research industry. Get in touch with 2.4 million active panel community members across 30 countries. 16 specialist research panels, reaching niche segments to provide quality survey research data.

nurago is one of the leading technology and online research companies, which delivers tools for tracking and measuring the behaviour and attitude of visitors throughout the complete online lifecycle. This enables our partners to optimise spending for media buying and website improvements.

Contact

We are looking forward to hearing from you with feedback, questions, or information requests!

Caroline S. Henne

Customer Development / Head of UK Office

nurago GmbH

c/o Serco · 22 Hand Court · London WC1V 6JF

Fon +44 (0) 20 742164 83 · Mobile +44 (0) 75 46284738

Fax +44 (0) 20 742164 77

henne@nurago.com · www.nurago.com

Katie Gross

Account Director

Toluna UK plc

8 Walpole Court · Ealing Green · London W5 5ED

Fon +44 (0) 20 3058 5021 · Mobile +44 (0) 79 00956605

Fax +44(0) 20 3058 5005

katie.gross@toluna.com · www.toluna-group.com