

We define “the who” so brands can reach and engage with target customers

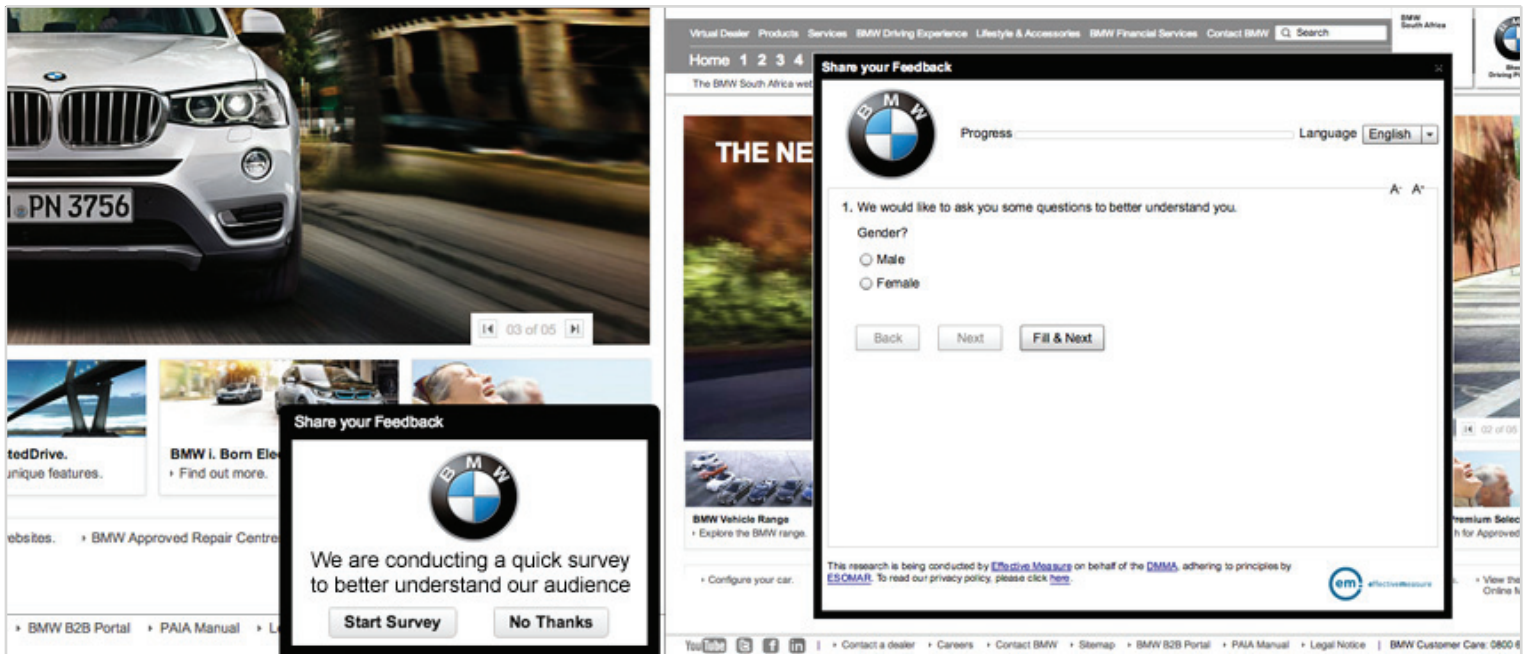
What is BRAND?

BRAND is a complete media solution for Brands. BRAND offers deep demographic, psychographic and Lifestage data of visitors to any of your online destinations or campaigns via an intuitive planning tool.

View audience profiles at your site, microsite, section, product or campaign level. From any device type Use the same data to discover where to reach your ideal consumers online. Track and Validate audience reached by your campaigns to maximise ROI. Benchmark traffic and audience data against your competitors.

How does it work?

Brand owners implement a small tracking code (tag) into each page of their website. When a customer visits the page or website, the Brand tag executes in the background to collect key information on that customer. This information is then showcased within the Effective Measure Brand Dashboard. All profiles and data can be easily exported to PDF, excel or powerpoint for presentations.



Where do I get it?

BRAND is available as part of the Effective Measure dashboard to all clients with a subscription.

Benefits:

- Audited website traffic
- Deep demographic profiles by product and section
- Competitor comparisons
- Campaign Measurement and Impact
- Access to media agency planning tool
- Compare profiles of mobile users
- Compliments existing platforms
- Customized surveys
- Online brand positioning studies