SERVICES ARE ALL ABOUT **EFFECTIVENESS** SEARCH AND KNOWLEDGE UPGRADE ON SPECIFIC TOPICS

JOURNEY TO CONVERSION

Purchase funnel detailed

Touchpoints exposure and

Efficiency & effectiveness

Innovation and communications

contribution

outcomes

testing

Brand position — live indicators

STRATEGY/ BRAND AND MARKET







Brand position — base indicators

Competition

Marketing factors

Consumer behavior



Consumer segmentation

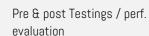
Purchase process

deep)

TACTICS / CAMPAIGNING



EFFICIENCY



Always on trackers analysis

Qualification of the contacts

Direct ROI

Impact on brand KPIs (short term)



EFFECTIVENESS

(dashboarding)

Mid & long-term impact on brand

Business ROI metrics

Total attribution analysis

Strategic outcomes sharing and marketing plans optimization



Media and ad exposure (broad &

Main insights