



Campaign Evaluation

Measure the impact of your campaign over time on KPIs and the strength of creative



Savanta Essentials

Essentials are a suite of research products that have been designed by our team of experts to offer a simple, cost effective alternative to answering your business objectives.

How it works

Work with Savanta's media specialists, who have tested multi-channel campaigns for a variety of different brands and agencies, to craft your multi-stage questionnaire. The team can add in campaign specific questions and audience criteria to give you the insights on how your campaign is performing.

Five key stages:

- Work with the Savanta team to adapt your questionnaire template
- Identify your target audience
- Survey in field
- Access online dashboard for results
- Understand the impact of your campaign

What you will understand

Helping you to...

- Identify how well your campaign is performing on increasing KPIs relative to other campaigns
- Establish uplift scores for brand awareness, brand image perceptions and how your campaign is influencing consumer behaviors, including purchase intent
- Understand which elements of your campaign are working hardest and performing best
- Ascertain how your creative is performing relative to other campaigns
- Inform future campaign development, identifying opportunities for further optimization

Why Essentials Campaign Evaluation?

Benefits include:

- **Complete flexibility** – Add custom questions and target different audiences while working within the module parameters
- **A cost effective, high value alternative** – Essentials allows you to run your core projects at a lower cost in a post pandemic and economically uncertain market
- **Visual outputs** – Online dashboard with easy-to-understand set of deliverables
- **Expert design** – Questionnaire designed by our media experts
- **Speed of delivery** – Working within consistent modules speeds up all elements of the process. Results can be turned around in as little as 24-48 hrs

Deliverables:

- Access to online dashboard with automated insights of key campaign metrics
- PPT Charted output by question
- Excel data tables
- Pdf summary deck
- Online cross-tab functionality for data interrogation

The Costs:

Starting from \$4,750 (USD)

(Based on n=500 completes per Pre & Post campaign)

