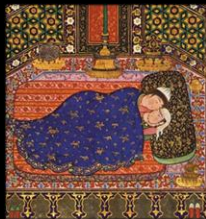


Niekde na Ďalekom Východe
okolo roku 224...

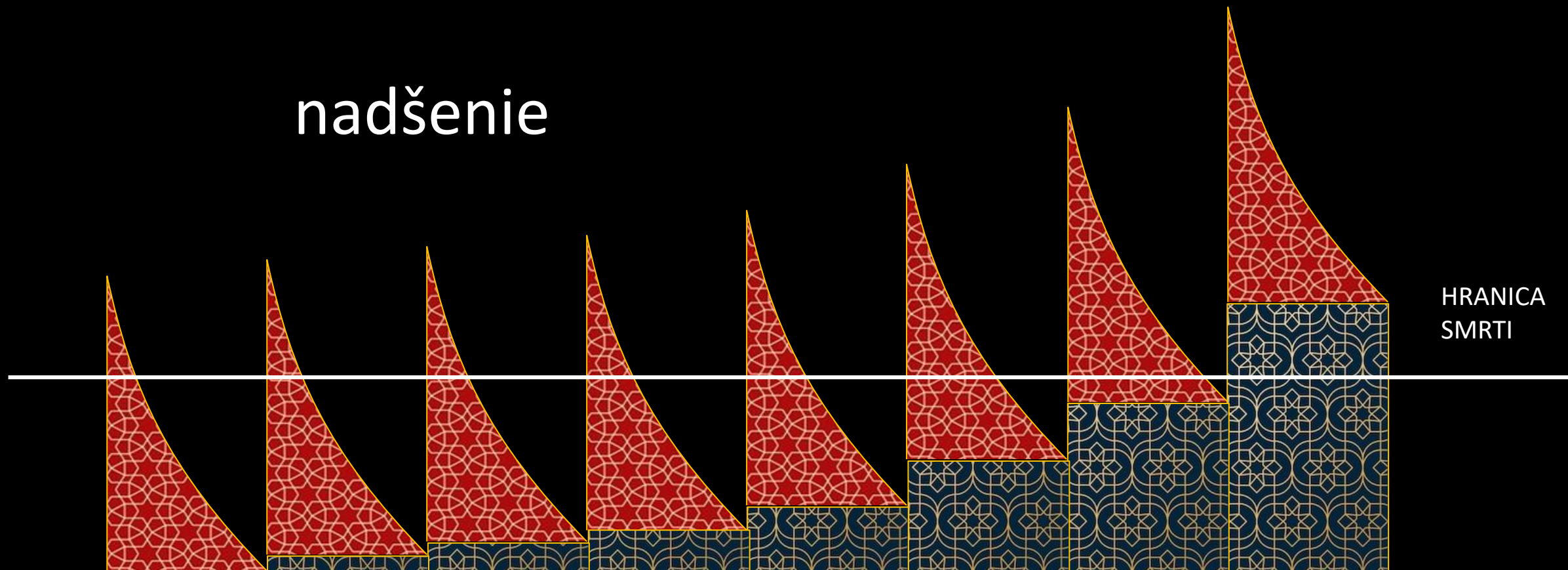


nadšenie



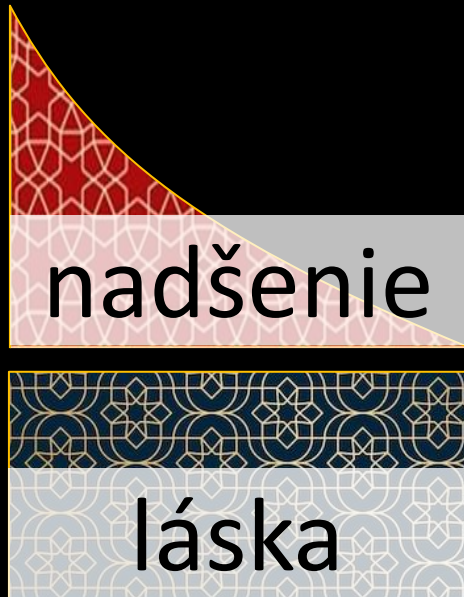
HRANICA
SMRTI

nadšenie



HRANICA
SMRTI

láska



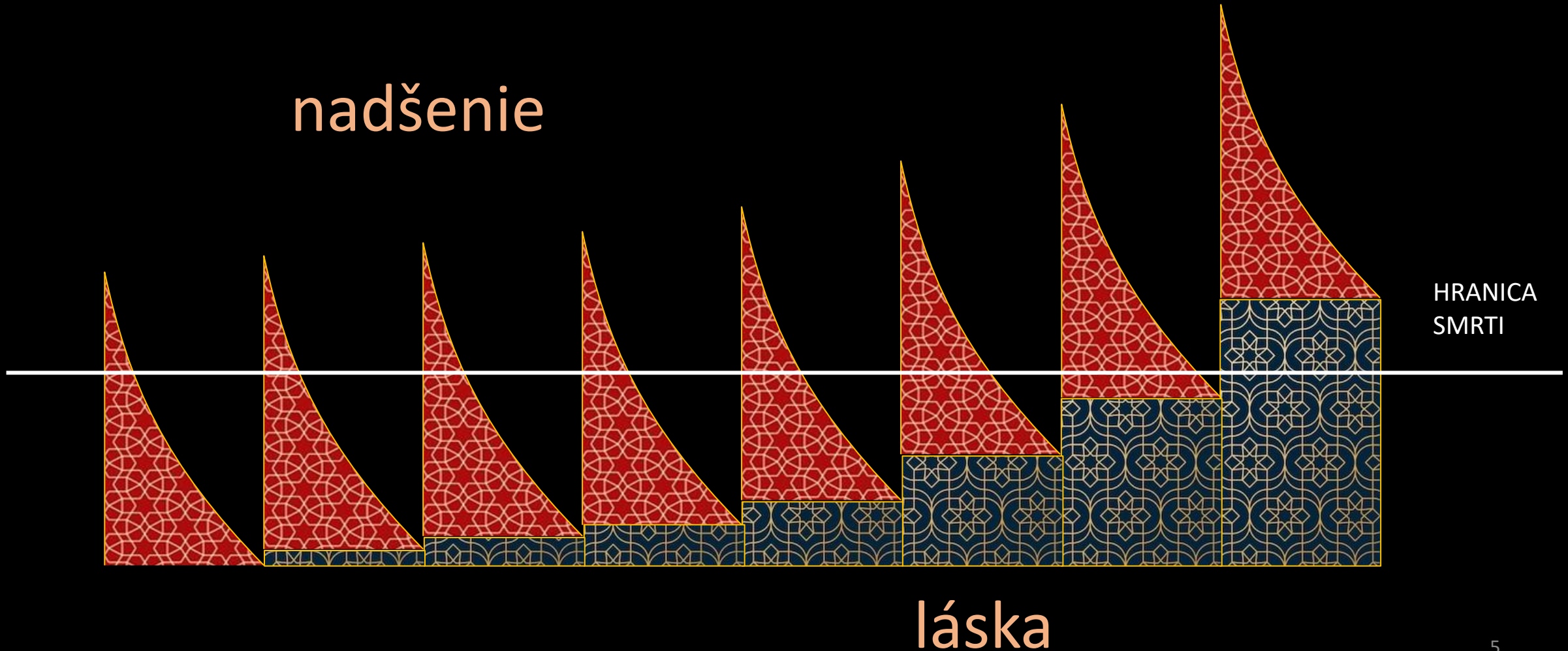
nadšenie

láska

Sales

Brand Equity

Ako je to vo vašich firmách?



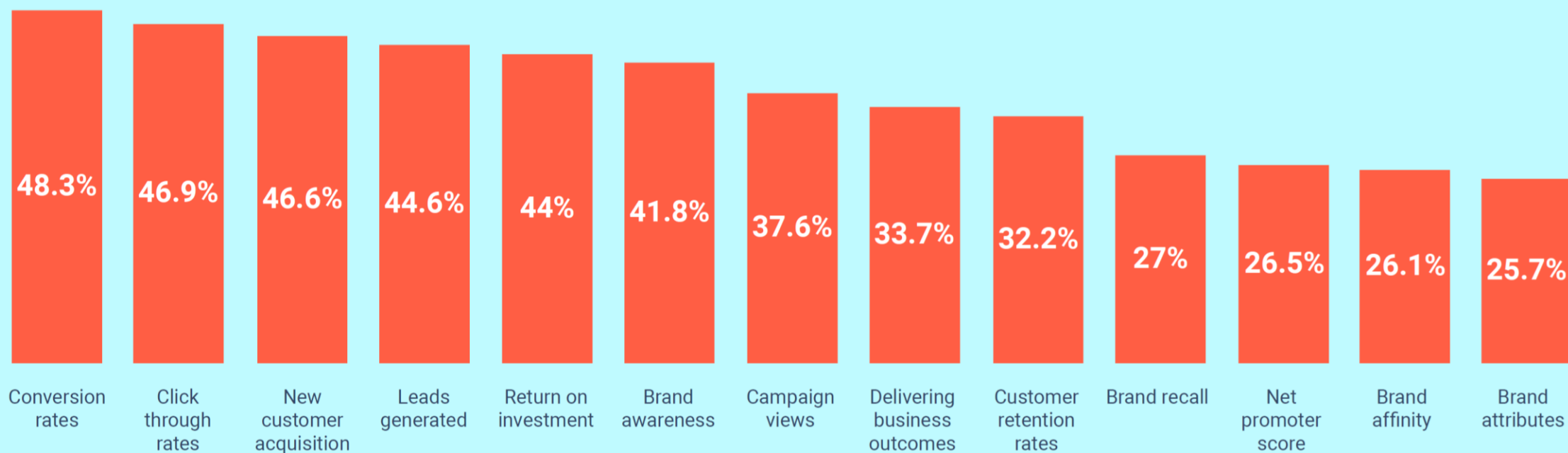


Sales

Brand Equity

AKO TO MERIATE?

Marketéri používajú 14 populárnych metrík (viac ako 25%) na meranie efektívnosti svojich kampaní



No zároveň priznávajú, že vedenie zaujímajú hlavne 4 metriky (nad 25%)

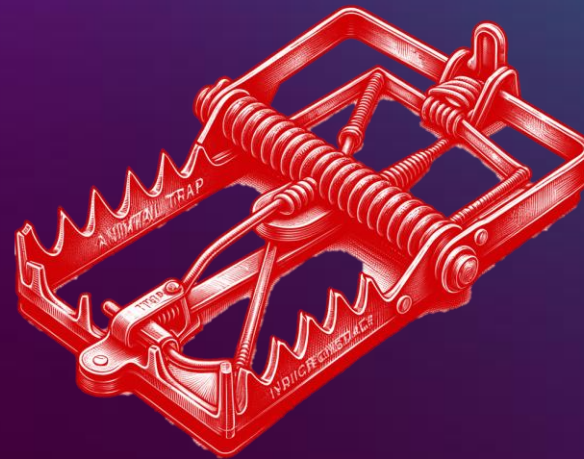


HOVORTE JAZYKOM BIZNISU





ROZUMIETE
VAŠIM ČÍSLAM?



$$8 \times 7 \times 6 \times 5 \times 4 \times 3 \times 2 \times 1 = 2\,250$$

$$1 \times 2 \times 3 \times 4 \times 5 \times 6 \times 7 \times 8 = 512$$

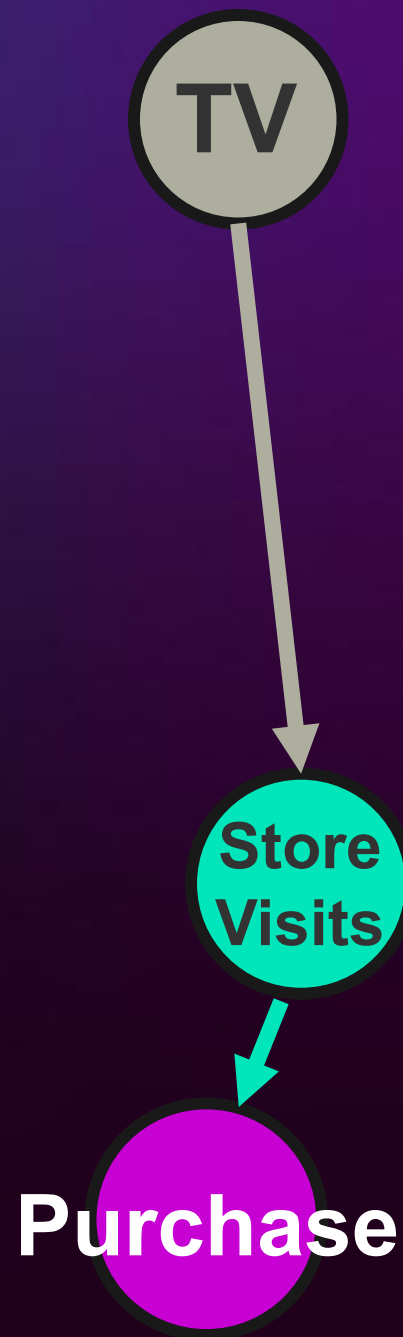
$$4 \times 1 \times 3 \times 5 \times 8 \times 6 \times 2 \times 7 =$$



1. NASTRAŽENÁ PASCA

PORADIE INFORMÁCIÍ
OVPLYVNÍ INTERPRETÁCIU

CETERIS PARIBUS



Competitors

~~CETERIS
PARIBUS~~



HALO
EFEKTY

$$8 \times 7 + 6 - 5 / 4 \times 3 + 2 \times 1 =$$



2. NASTRAŽENÁ PASCA

HALO EFEKTY

+ kanibalizačné efekty

$$8 \times 7 \times 6 \times 5 \times 4 \times 3 \times 2 \times 1 = 2\,250$$

$$1 \times 2 \times 3 \times 4 \times 5 \times 6 \times 7 \times 8 = 512$$

40 320

1



Sales

2



Brand Equity

3 Systematic, „outside control“ factors*

External Factors	Macro Economy	Seasonality	Force Majeure	...
------------------	---------------	-------------	---------------	-----

1 Company Media Factors*

Channel Level Attribution

Social	Digital Video	SEM	OOH	TV
--------	---------------	-----	-----	----

Publisher Level Attribution

Facebook	YouTube	Google	Billboard 1	Sky One
Instagram	TikTok	Bing	Billboard 2	Channel 4

Campaign Type Attribution

Lower Funnel	Upper Funnel	Upper Funnel	Lower Funnel	Upper Funnel
--------------	--------------	--------------	--------------	--------------

5 Business KPIs

- Sales,
- Churn,
- Subscribers,
- Profit

6 Periods

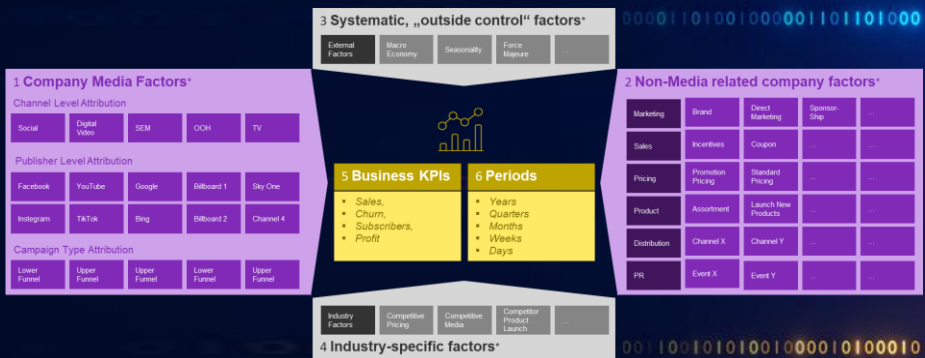
- Years
- Quarters
- Months
- Weeks
- Days

2 Non-Media related company factors*

Marketing	Brand	Direct Marketing	Sponsor-Ship	...
Sales	Incentives	Coupon	...	...
Pricing	Promotion Pricing	Standard Pricing	...	...
Product	Assortment	Launch New Products	...	...
Distribution	Channel X	Channel Y	...	...
PR	Event X	Event Y	...	...

4 Industry-specific factors*

Industry Factors	Competitive Pricing	Competitive Media	Competitor Product Launch	...
------------------	---------------------	-------------------	---------------------------	-----



AI



**VEČERNÝ SPOT
+ 14 klientov**



**ZNÍŽENIE CIEN KONKURENCIE
+ 27% churn v minulom mesiaci**



**ZMENY V INFLÁCII
- 992 klientov / Q1**

**HALO EFEKTY
+ 250% predaj**



1



nadšenie

Sales

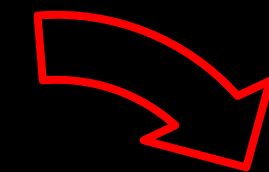
2



láska

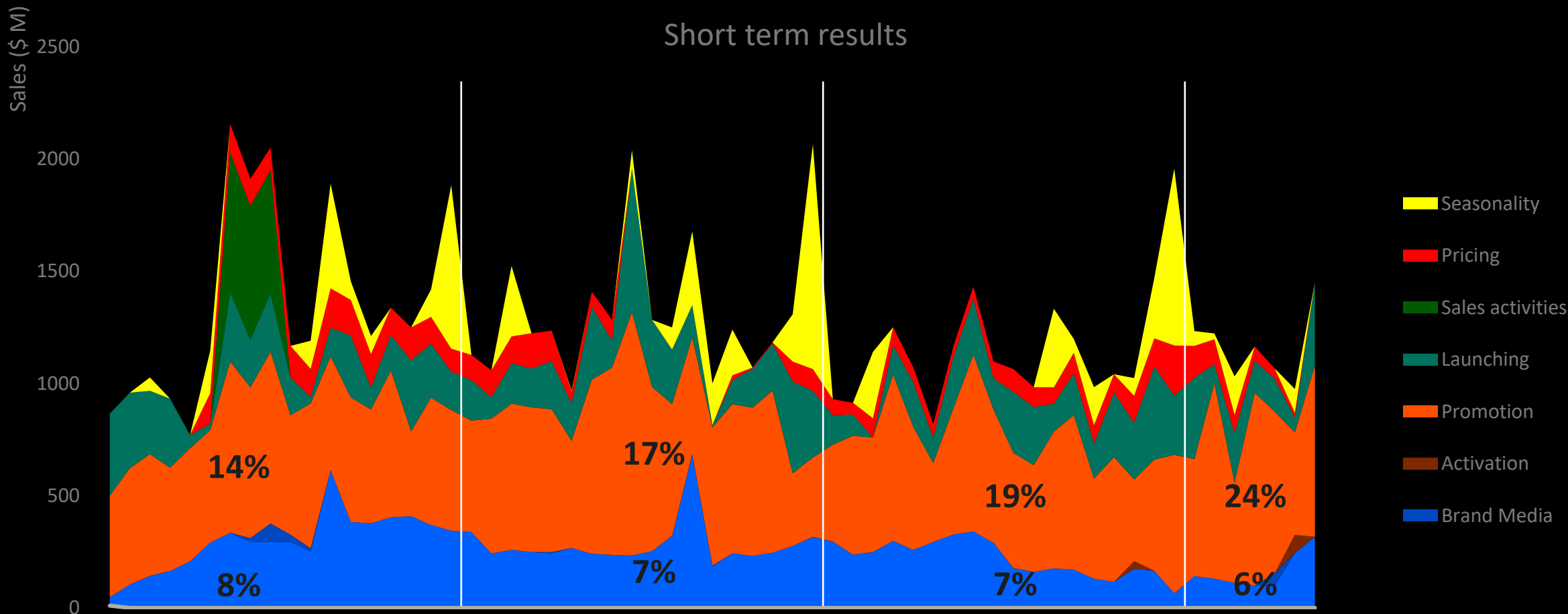
Brand Equity

4 \$M



-29%

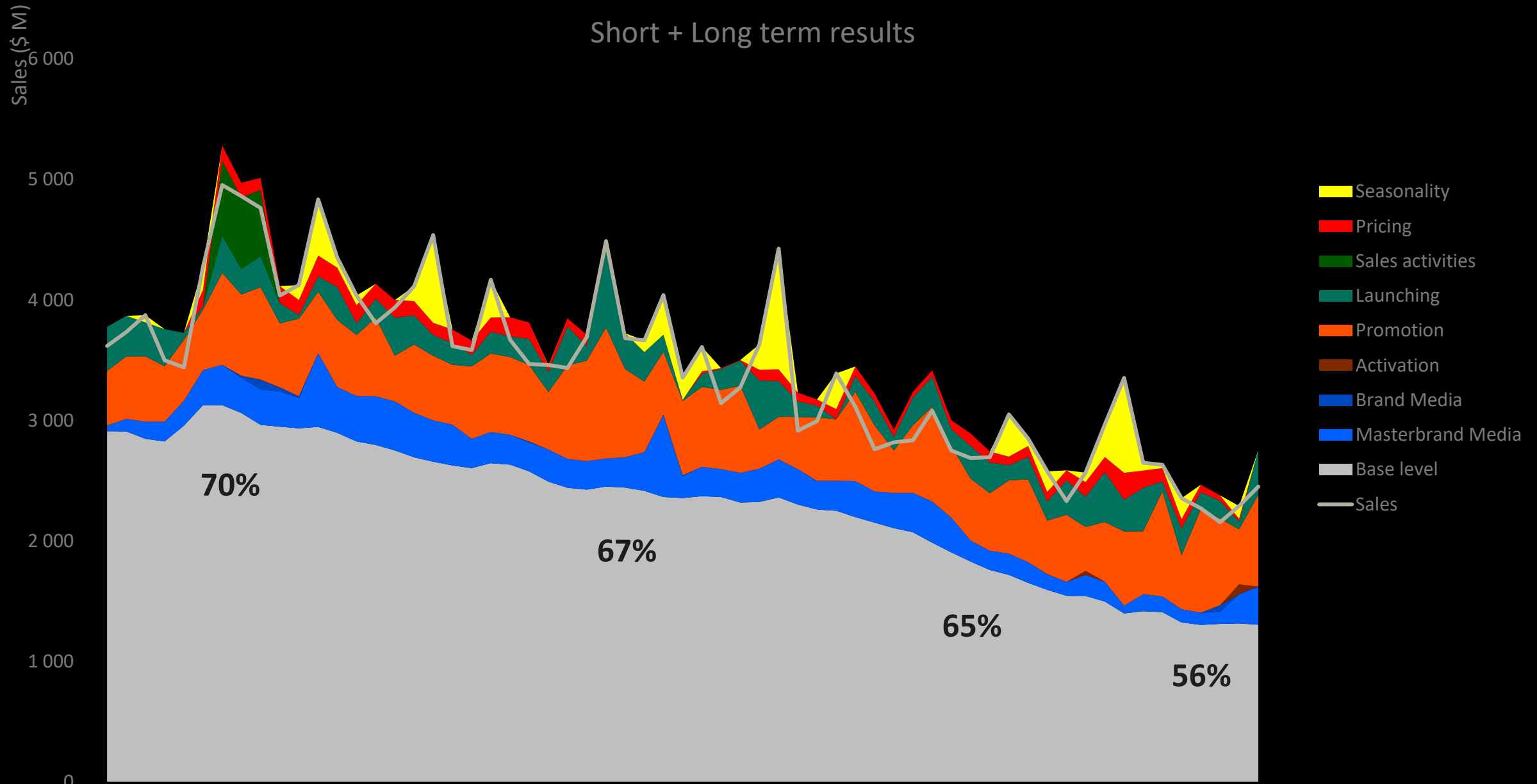
2,8 \$M



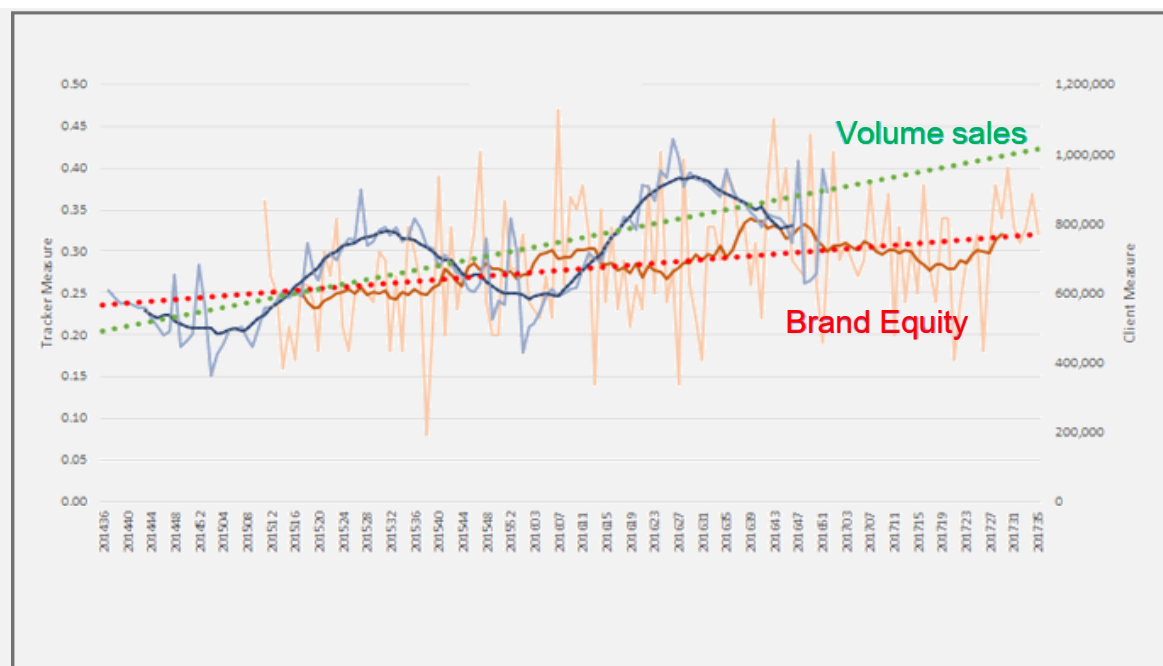
Media investments (\$ M)



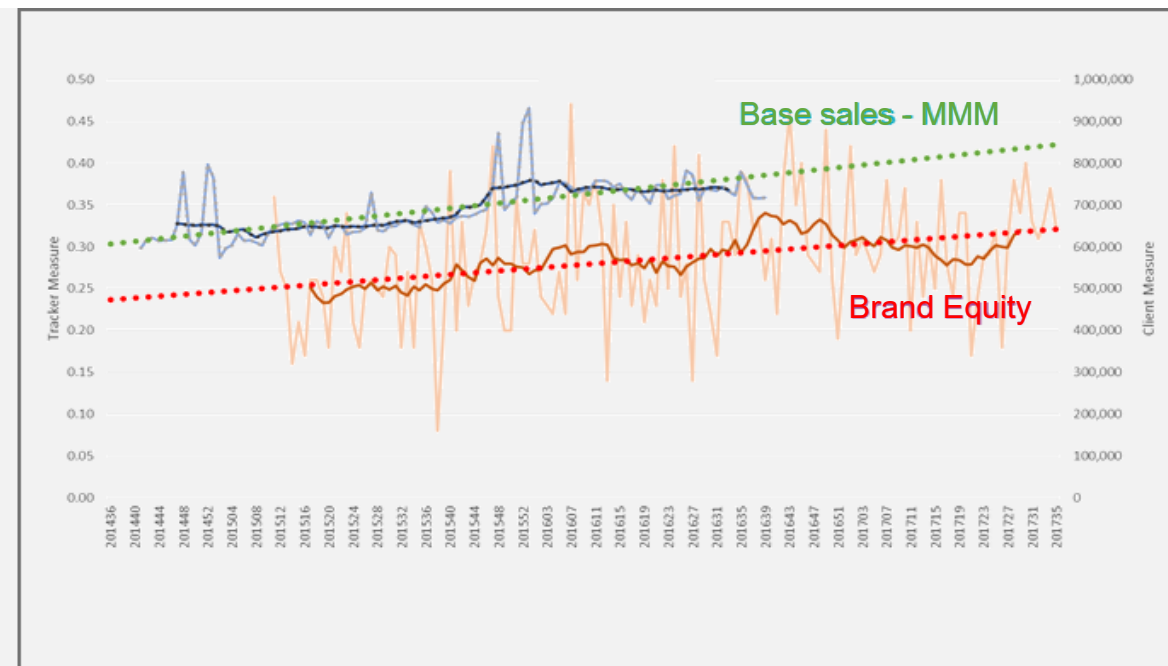
Short + Long term results



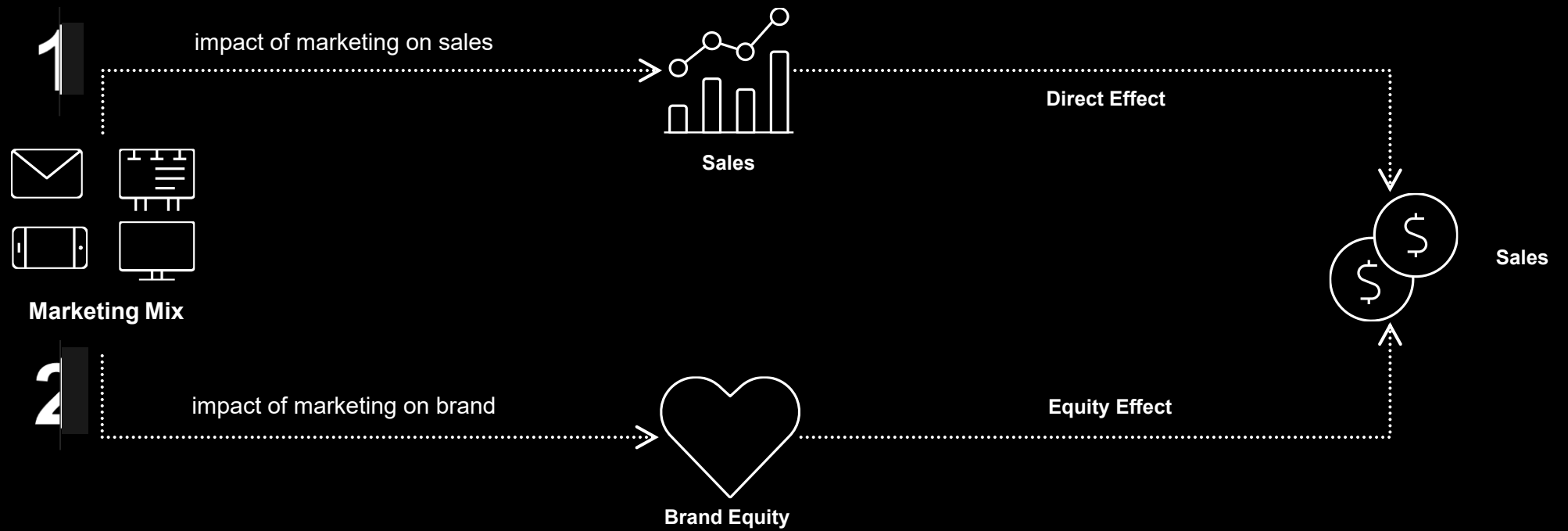
BUDOVANIE BRAND EQUITY vs SALES

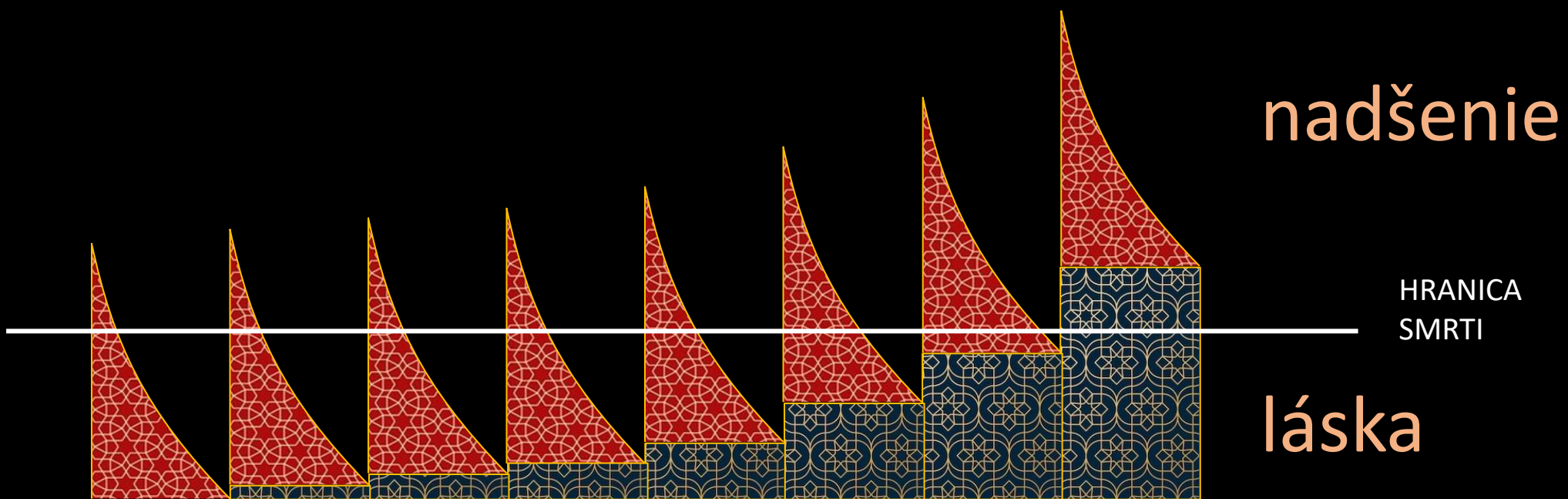


CORRELATION OF **.25**

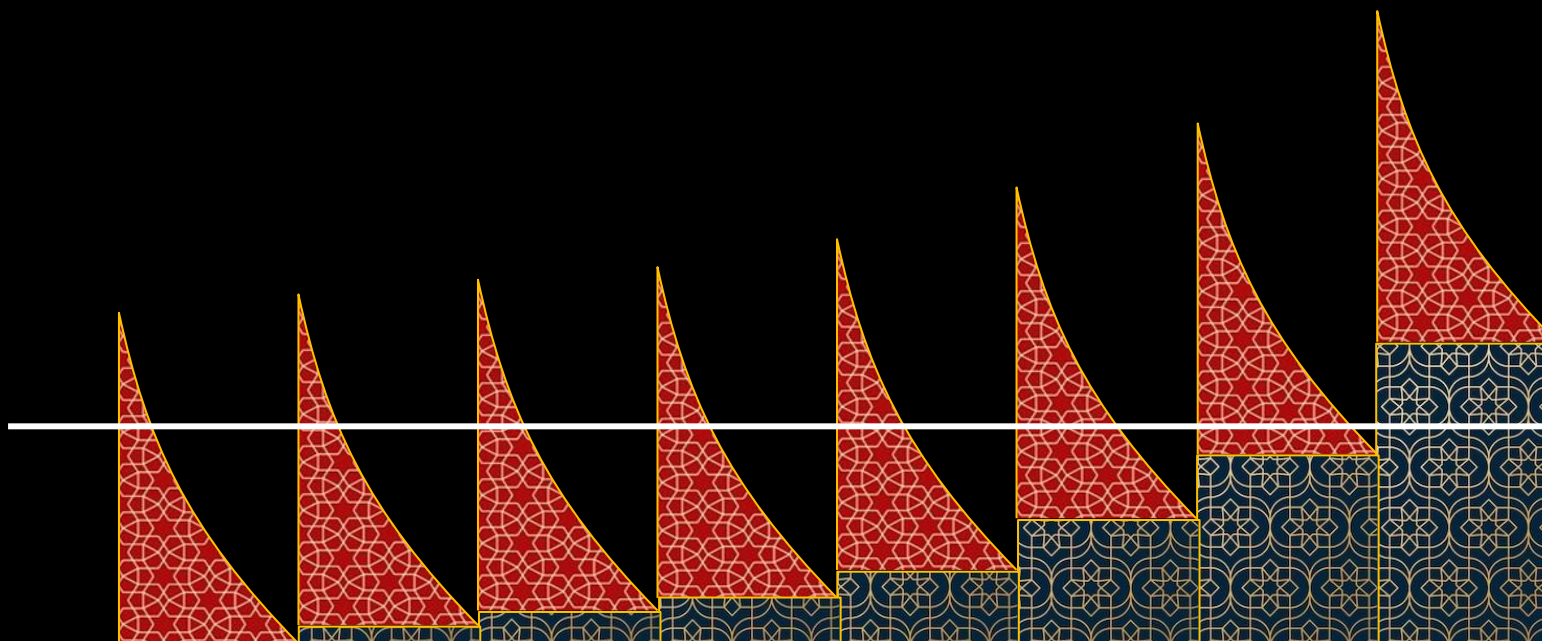
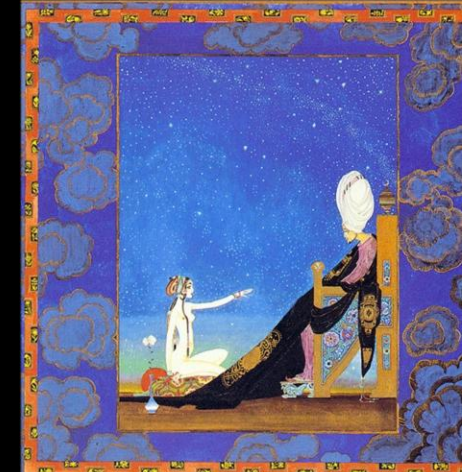
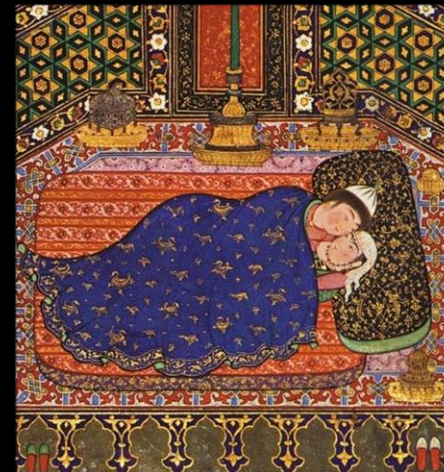
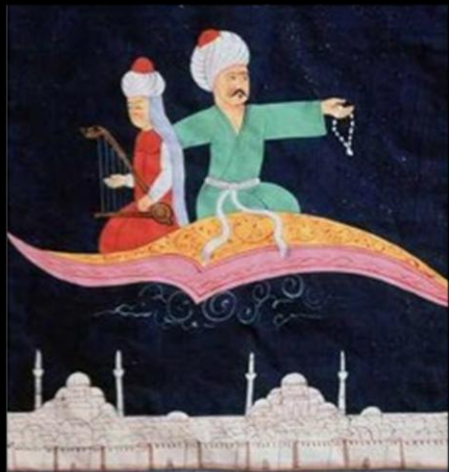


CORRELATION OF **.87**





kreatíva



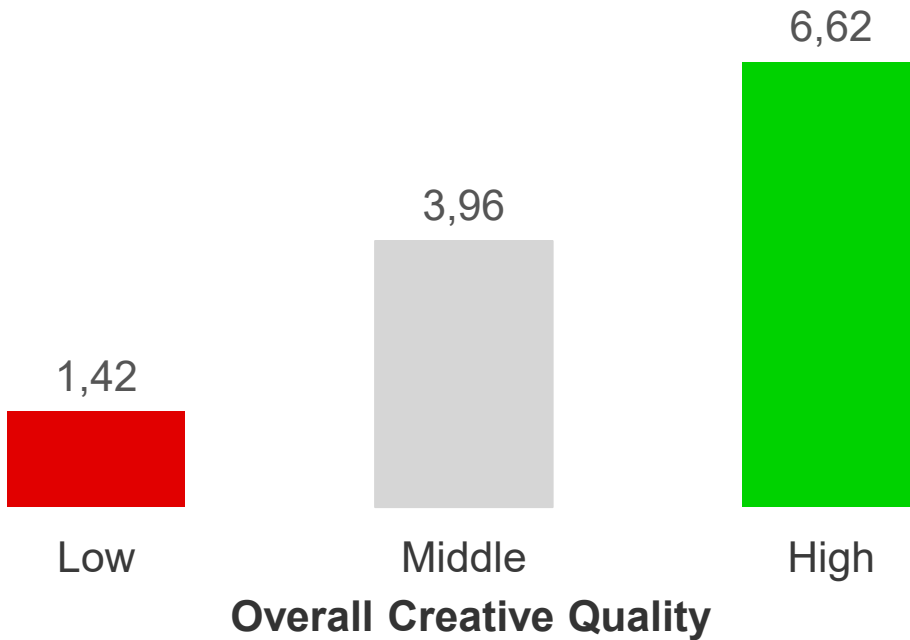
nadšenie

HRANICA
SMRTI

láska

Creative and Effective ads generate more than four times as much Profit

Average ROMI Profit



WARC

KANTAR





MEASURES:

Short/Long Term Effectiveness

Brand Predisposition

Engagement

DIAGNOSTICS:

Diagnostic Traces

Brand Predisposition

KPI's with traces

KPI's without traces



Appealing

► Play Traces

How much would viewers think the brand is more **appealing** after watching the ad?



Persuasion

► Play Traces

How likely would viewers use/choose/try the brand more after watching the ad?



Affinity

► Play Traces

How much would viewers feel they love the brand after watching the ad?



Understanding

► Play Traces

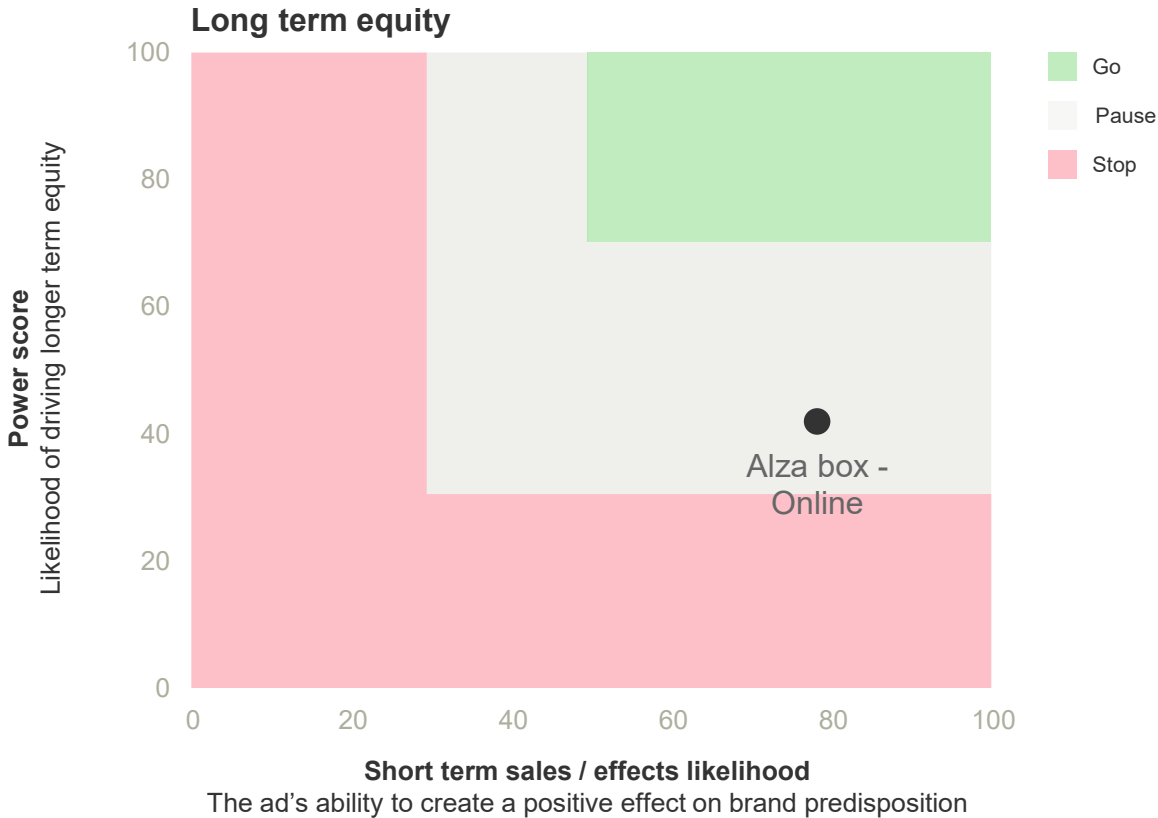
How easy was it for viewers to understand what was going on in the ad?



Overall effectiveness summary

Alza box - Online

Power Contribution	42
STSL/STEL (%)	78





MEASURES:

Short/Long Term Effectiveness

Brand Predisposition

Engagement

DIAGNOSTICS:

Diagnostic Traces

Engagement

Branding

► Play Traces

How much would viewers remember the ad was for the right brand?



Enjoyment

► Play Traces

How much would viewers **enjoy** watching this ad?

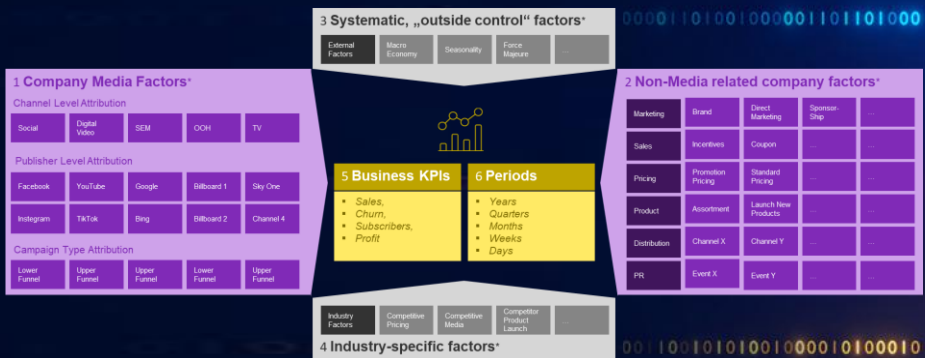


Involvement

► Play Traces

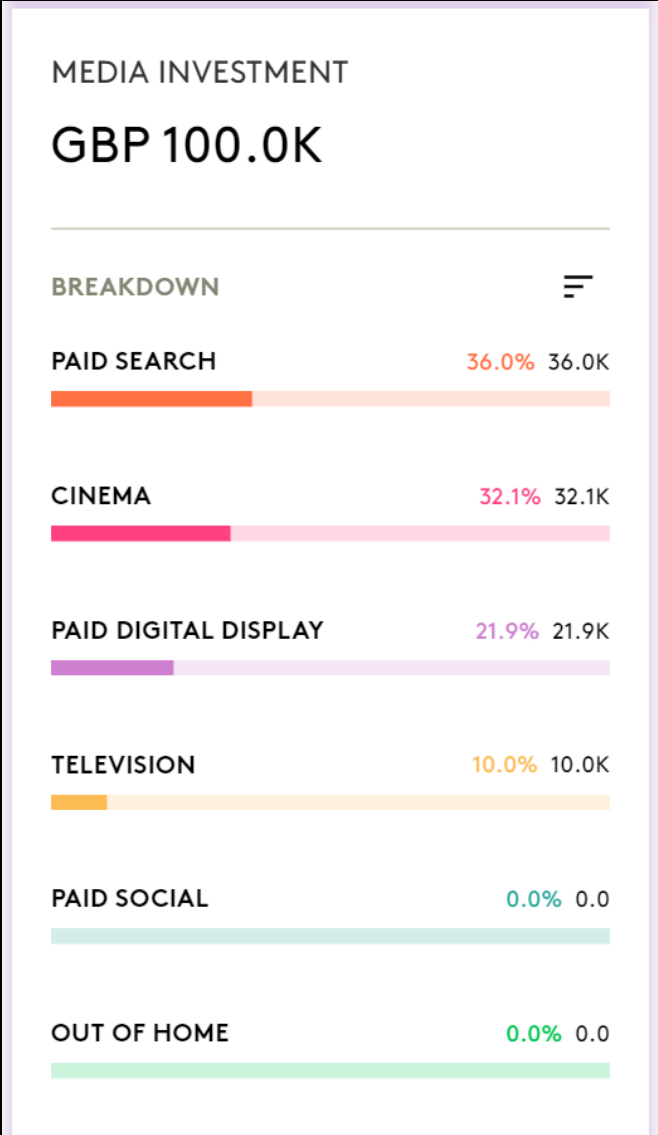
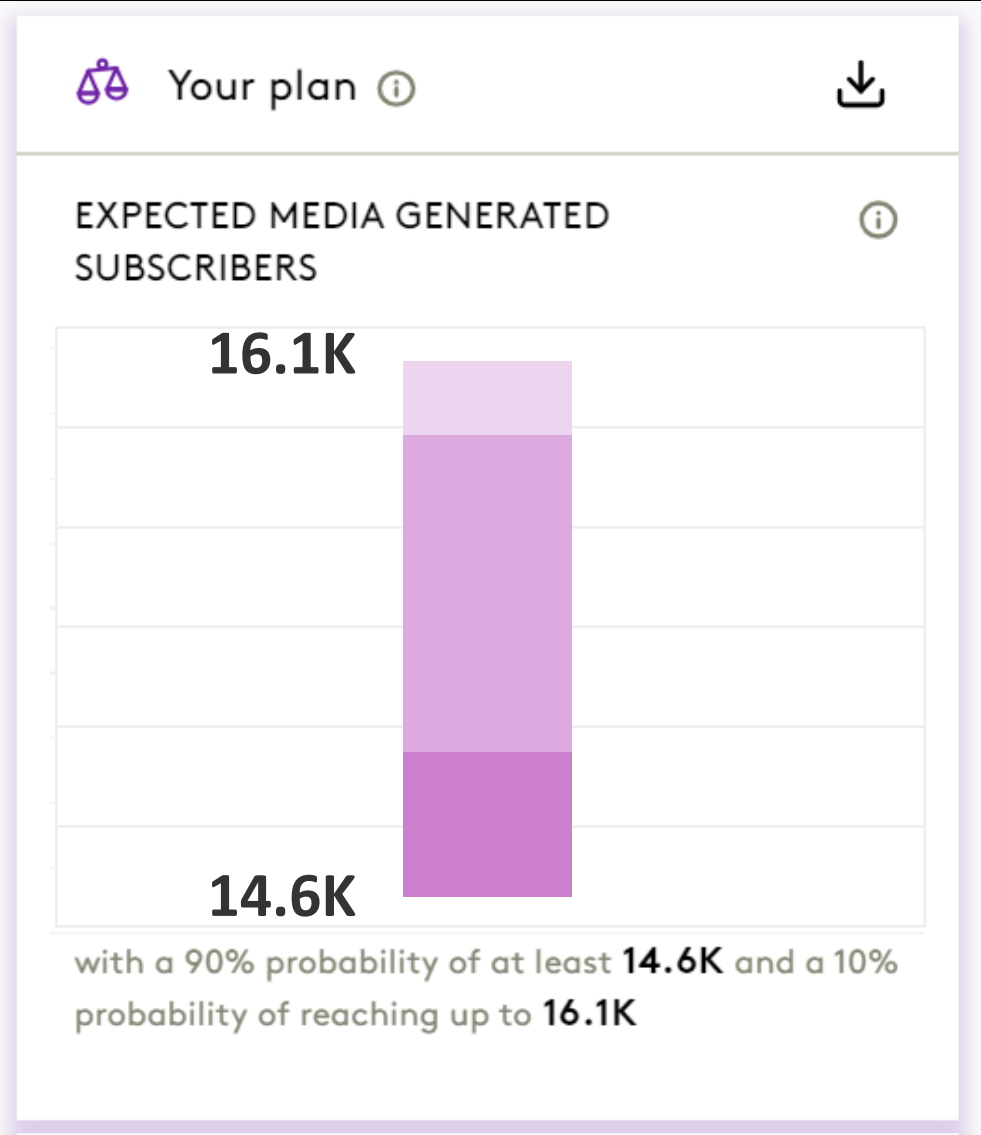
How much would viewers feel **engaged** watching this ad?





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PREDPOVEDANIE BUDÚCEJ ROI

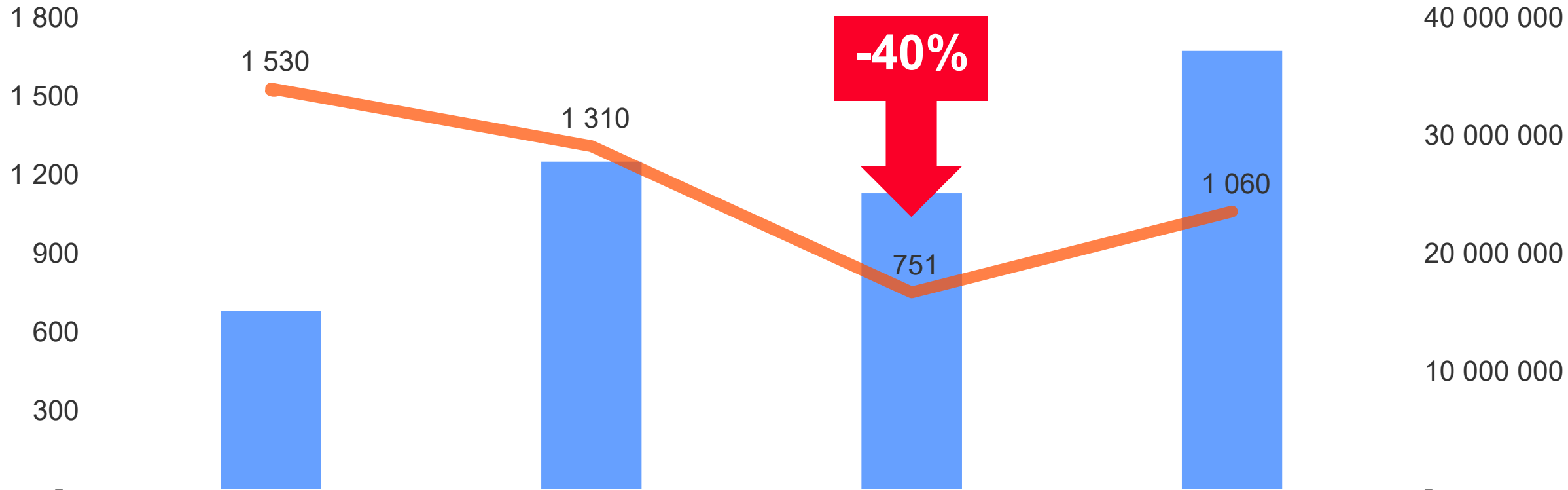


Publisher	Channel	Campaign Type	Campaign Product	Investments	2024-W27	2024-W28	2024-W29	2024-W30	2024-W31	2024-W32
directcinema	Cinema	Productcommunication	Voiceservices	0	0	0	0	0	0	0
othercinma	Cinema	Productcommunication	Voiceservices	0	0	0	0	0	0	0
othercinma	Cinema	Productcommunication	Broadbandse	32115,7006	2748,4517	2511,2055	2519,3765	2776,752	2940,3749	2783,4547
Clear Channel	Out of Home	Productcommunication	Broadbandse	0	0	0	0	0	0	0
Clear Channel	Out of Home	Productcommunication	Voiceservices	0	0	0	0	0	0	0
Lamar	Out of Home	Productcommunication	Voiceservices	0	0	0	0	0	0	0
Lamar	Out of Home	Productcommunication	Broadbandse	0	0	0	0	0	0	0
spotify	Audio	Productcommunication	Voiceservices	0	0	0	0	0	0	0
spotify	Audio	Productcommunication	Broadbandse	0	0	0	0	0	0	0
Amazon	Digital Display	Pricepromotion	Voiceservices	0	0	0	0	0	0	0
Amazon	Digital Display	Pricepromotion	Broadbandse	0	0	0	0	0	0	0
Amazon	Digital Display	Productcommunication	Broadbandse	0	0	0	0	0	0	0
Channel 1 Display	Digital Display	Pricepromotion	Broadbandse	11088,8239	904,926	841,5946	793,0064	832,0973	910,1988	937,3455
Channel 1 Display	Digital Display	Productcommunication	Broadbandse	0	0	0	0	0	0	0
Channel 1 Display	Digital Display	Productcommunication	Voiceservices	717,0733	113,6257	52,7253	26,3258,537	114,701	139,0295	1036,041
Epom	Digital Display	Pricepromotion	Voiceservices	9341,9843	953,253	754,066	626,1045	705,7357	953,7788	1036,0804
Epom	Digital Display	Pricepromotion	Broadbandse	0	0	0	0	0	0	0
Epom	Digital Display	Productcommunication	Broadbandse	0	0	0	0	0	0	0
Google	Digital Display	Productcommunication	Broadbandse	0	0	0	0	0	0	0
Leadbolt	Digital Display	Productcommunication	Broadbandse	747,614	73,8328	58,3381	42,5389	53,9365	73,4714	80,0143
Yahoo	Digital Display	Pricepromotion	Broadbandse	0	0	0	0	0	0	0
Yahoo	Digital Display	Productcommunication	Broadbandse	0	0	0	0	0	0	0
Yahoo	Digital Display	Productcommunication	Voiceservices	28,4877	0	0	0	0	0	21,0954
Bing.com	Search	Productcommunication	Broadbandse	1270,4727	302,9701	155,1603	52,05023,802	213,835	269,4019	269,4005
Google Search	Search	Brandedkeyw	Broadbandse	10318,6734	1901,6085	1901,6085	0	760,6434	1521,2868	1901,6085
Google Search	Search	Productcommunication	Broadbandse	24371,168	1854,328	1854,328	1854,328	1854,328	1854,328	1854,328

CASE STUDY: Banka - optimalizácia otvárania účtov

CPA

MEDIA SPEND



+15% media-driven sales
(automotive)

-40% CPA
(banking)

17% sales increase in
just six months (Telco)

+42% sales (new accounts)

& media spend -70%

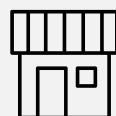
9,2% annual churn reduction (Telco)

+20% ROI
(FMCG)

Our global footprint spans across industries



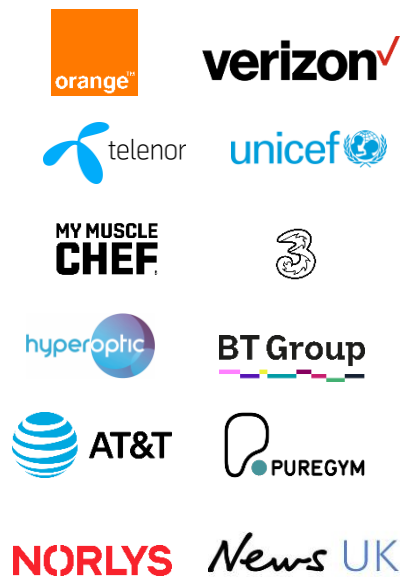
Financial Services



Retail



Subscription Businesses



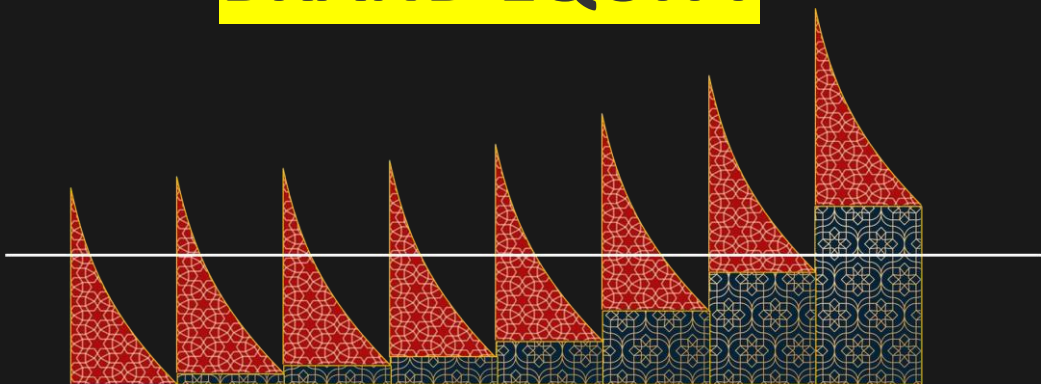
Travel & Transportation



Others



CIELENE BUDUJTE BRAND EQUITY



MARKETINGOVÉ INVESTÍCE



MARKETINGOVÉ VÝDAVKY

POZOR NA

NASTRAŽENÉ PASCE

KOMPLEXITY VÁŠHO BIZNISU



KANTAR



Andrej Winter

Senior Business Manager | Analytics

andrej.winter@kantar.com

+421 903 751 791