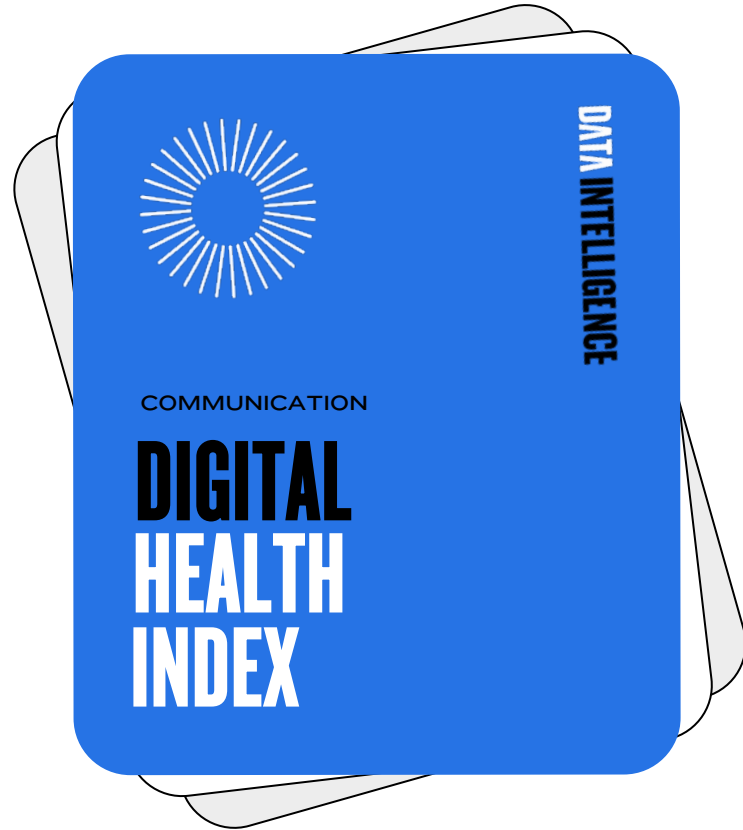


**DATA**iNTELLIGENCE

# **DIGITAL HEALTH INDEX**

Brings **VALUE** to digital strategies and consumer strategies.



## WHAT IS?

Is our monitoring solution for your brand's and your competitors' presence in all digital touchpoints (trends, social listening, social media engagement, web platforms analytics, media campaigns results)

## WHY WOULD YOU NEED IT?

In the current context, brands need new, recent data that reflects what's happening TODAY (or at least this week).

## OUTCOMES

- \* Real time decisions on digital strategies.
- \* Consumers Insights.
- \* Earned Media Value (EMV)
- \* Marketing wins, such as: Price Image & Elasticity.

# DIGITAL HEALTH INDEX

## CASE STUDY

### Context

Our client, even if he had the creative agency and media agency in the same group, used to make decisions regarding the digital presence strategy separately with each of them.

### Challenge

Meanwhile, in a difficult context, the client needed to see ROI from its every digital move and that was not possible at the time since there was no overview available.

### Solution

With DHI, we went beyond what media can do by optimizing creative content and beyond what content could do with little promotion. The paid on non-paid appearances in .ro became merged, and observed, and optimized weekly.

### Results

+200.000 EUR Earned Media Value through an entire year, coming from:  
Earned

# LET'S STAY IN



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