

DATAiNTELLIGENCE

DYNAMIC BRAND TRACKER

Brings **VALUE** by tracking of KPIs across purchase funnel.



WHAT IS IT?

Dynamic Brand Tracker is our solution for tracking and analysis of brand performance across the conversion funnel.

WHY WOULD YOU NEED IT?

In the informational era, relying on your business decisions on trimestral reports, post campaigns evaluations, and annual research studies is no longer enough. You need to have real-time data that reflects your everyday results to allow you to optimize your spending.

OUTCOMES

Adjust brand perception, optimize media spending, improve journey towards re-purchase, and attract switchers.



DYNAMIC BRAND TRACKER

CASE STUDY

Context

Having an extensive portfolio of brands to manage often seems like putting together a puzzle, which is difficult if you don't have the big picture.

Moreover, in the pharma category, many external factors influence sales results, like seasonality, new benefits or new symptoms tackled by competition, and the level of expert recommendation.

Challenge

Increase brand KPIs (Key performance indicators) across the funnel for three leading brands within our client's portfolio, despite high category media clutter.

Solution

We implemented Dynamic Brand Tracker for all three categories in which leading brands played, monitoring for each brand within the respective category the performances from awareness up to usage & recommendation level, as well as triggers of treatment or product choice.

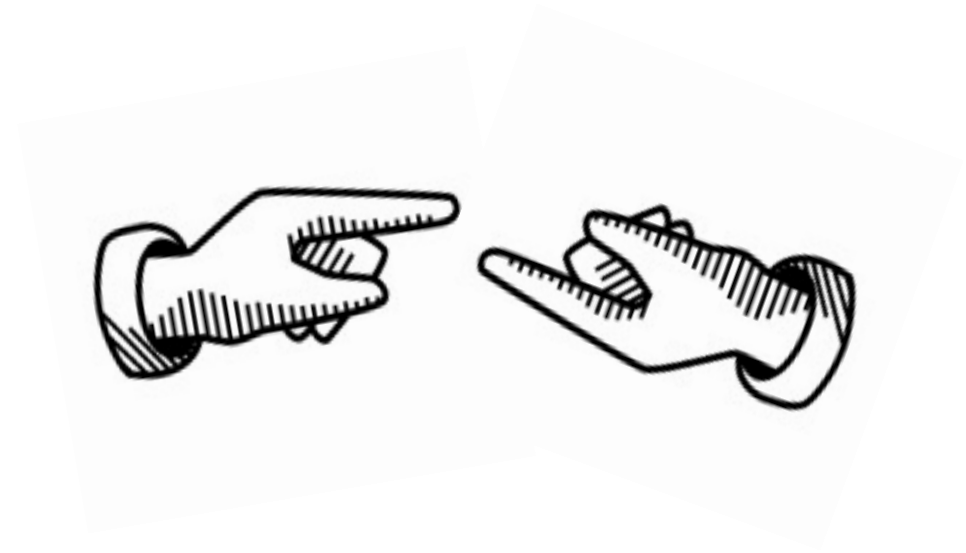
Results

Pending on the brand's position within the category, a +28% up to + 30% increase in purchase intent was reached after one year.

We identified new consumer segments to be poached to increase usage.

One brand changed the symptomatology focus in communication based on identified treatment triggers.

LET'S STAY IN



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