

DATAiNTELLIGENCE

TOUCHPOINTS POE

Brings **VALUE** from earned media.



WHAT IS IT?

Touchpoints POE Tracker is a brand contact measurement and planning solution, a Global Publicis Groupe Solution that helps optimize the marketing mix for consumer acquisition and retention.

WHY WOULD YOU NEED IT?

It evaluates all forms of contact brands have with consumers in a category, measuring the relative value of paid, owned, and earned consumer contacts for each brand. The Touchpoints app provides contact point category data, norms, and trends based on over one million consumer interviews from 1,200 projects across 69 countries for 341 product and service categories.

OUTCOMES

- * Discovering trends and the most influential contact points.



TOUCHPOINTS
POE

CASE STUDY

Context

Media nowadays is increasingly fragmented. So marketers must consider all brand touchpoints, including those in the Paid, Owned, or Earned categories.

Challenge

Understanding that creating a link between their brand and people's passions can produce significant brand benefits, we need to make this happen through further amplification by using only the most relevant Paid, Owned and Earned media channels.

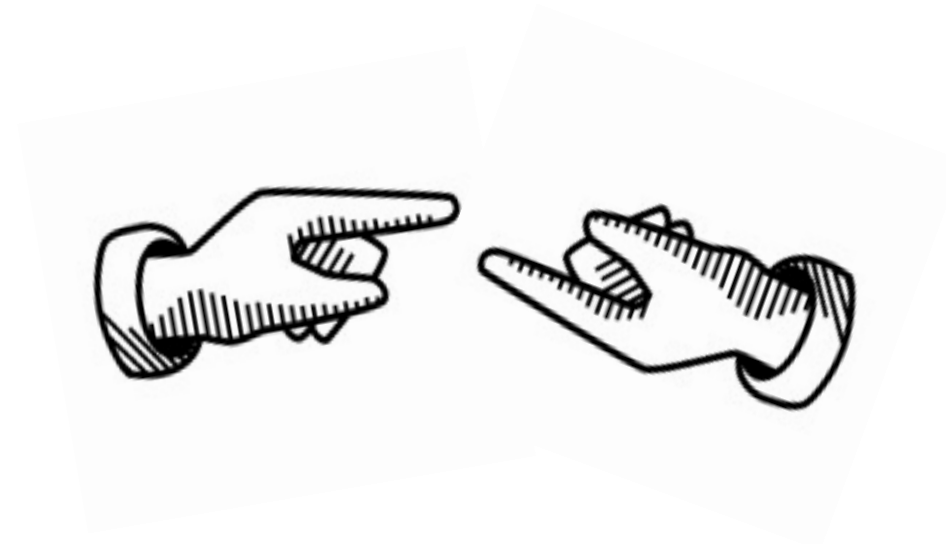
Solution

Our Brand Power Share strongly correlates with market share (over 95%), and then we should increase our Share of Brand Power to grow a brand successfully. We recommend communication strategy and media budget allocation on paid touchpoints based on the results.

Results

- +4 pp for association with the brand for “Proud to use products of this brand” and “Trustworthy” attributes.
- +3 pp for association with the brand for “Has a team of professionals/experts”, “Quality products” and “Socially responsible brand” attributes.
- +2 pp at Favourability (score on a 1-10 scale): What is your opinion about the following brands, whether you use them or not?).
- +4 pp for NPS (Net Promoter Score) KPI (Key performance indicator)

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