



evoAdScan™

monitoring advertising campaigns for maximum impact

Your advertising campaigns are carefully designed to carry specific messages directly to your consumers. You need to make sure the right consumers are receiving the right messages. evoAdScan can help you monitor campaigns from the moment the drop to learn whether they are creating the impact you need. Pinpoint the moment consumers took note of it, what they are saying about it, and how people are sharing their discovery with others.

Monitor trends over time

Whether you build campaigns that evolve over time or campaigns that are unique every time, evoAdScan can monitor their impact over time.

- Watch trends over time to see which campaigns hit the soft spot
- Monitor competitive brands over time to see whether your overall campaign strategy is overshadowing them

What can evoAdScan do for you?

Monitor individual campaigns

evoAdScan tracks mentions of your campaigns to analyze when consumers are picking up on them and how they are talking about them.

- Know exactly when consumers took notice of your campaign, not just when the campaign began
- Watch an individual campaign ebb and flow on a daily basis from the very moment it begins
- See how emotions towards a specific campaigns evolve in the crucial early days through to its end
- Use real time data to support the halt or expansion of a campaign



Identify the hits and misses

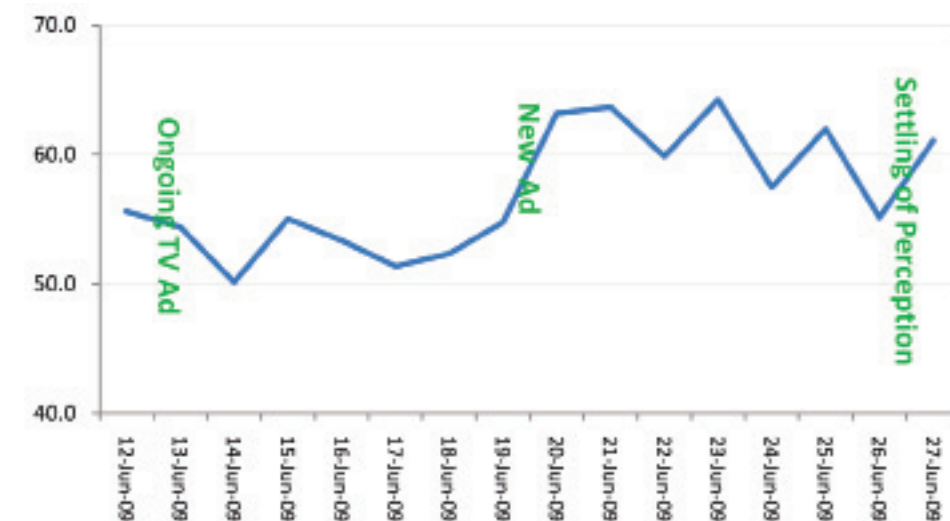
Every campaign reflects the heart and soul of a brand. When a campaign misses, you need to see it and act on it immediately. When it hits the sweet spot, know it soon and act on it immediately

- Gauge the immediate impact of campaigns
- Learn what consumer like and don't like about specific campaigns
- Have precise knowledge so that you can capitalize on hits and minimize the misses

Monitor the viral impact

- Identify the path of the viral growth from one social network to another so you can be there ahead of time the next time
- Know how campaigns are perceived by different psychographic groups and prepare for them appropriately

BRAND SATISFACTION



Overall satisfaction with a brands television commercials can be monitored on a daily basis. In this case, a brand with regularly scheduled advertising achieved satisfaction scores ranging from 50 to 55 points, an average score. With the drop of their new ad, however, scores spiked to nearly 65 points indicating that consumers had noticed and reacted positively to the ad. Scores settled slowly over the next few days but had not yet returned to baseline levels after one week.





Contact

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