

Advertising Effectiveness

from: Miscion Limited

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Description

Understand the effectiveness of advertising and calculate the impact of every activity. With an increasingly complicated mix of advertising spend and many influencing factors, including competitor activity, seasonality, pricing – you need a robust methodology that isolates the impact of each influence and correctly attributes the sales driven by your advertising. Using advanced econometric modelling, we layer up the detail to highlight the effectiveness of each media channel and the various creatives – even drilling down to see which messages have generated the biggest impact. And, by building in diminishing returns we can accurately calculate your advertising effectiveness and help you plan more effectively too.

<https://www.thedigitalbuzzmagazine.com/classified/advertising-effectiveness-1313.html>