



norstat

AUDIENCE ANALYTICS



INCREASE YOUR CAMPAIGN REACH AND IMPACT

Digital advertising is on the rise and changing the advertising landscape rapidly. Measuring the reach and impact within your target audience is key to successfully and efficiently allocate your media spent.

AUDIENCE ANALYTICS HELPS YOU TO

- \\ validate the audience reach of your campaigns
- \\ measure and increase the impact of your campaigns
- \\ optimize your campaigns
- \\ increase the ROI of your media spent

BEING CLOSER TO THE MARKETS

Our high coverage of the European online population paired with the excellent motivation of our panel members is the foundation for successfully tracking online behaviour.

AUDIENCE REACH

Our high quality and well-run online panels with 650.000+ actively recruited members form the core of Audience Analytics and make it a unique methodology for audience validation. More than 500 available attributes in our panels combined with a state-of-the-art cookie tracking solution enable us to track ad exposure on panelists and to validate the reached audience of ad campaigns.

CAMPAIGN IMPACT

Panelists exposed to a campaign may be surveyed and compared with those not exposed to it. This integrated approach to combine audience reach information with an online survey allows you to measure campaign impact such as brand awareness and image, ad recall, purchase intention and many more.

SMART REPORTING WITH MAXIMUM FLEXIBILITY

Only if research data is presented in a pleasant and actionable way, it can be useful in business practice. Our reports help you to enhance the impact of your measurements.

REAL-TIME DATA

Whenever you need the information:

We provide you with real-time reports on your audience reach.

INTUITIVE INTERFACE

Whoever will work with the data: Our reports are easy to understand and don't require extensive trainings or explanations.

ACTIONABLE INSIGHTS

Whatever you're up to: our dashboards include metrics on standard demographics, exposure frequency, hosts, creatives and many more.



WANT TO FIND OUT MORE?
GET IN TOUCH WITH US!

NORSTAT GROUP

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