

Measure What They **Do**, Not What They Say.

An objective, behavior-based standard for measuring the real-world impact of ATL campaigns (TV, Radio, OOH, and Print).



300,000+

Real-world behavioral signals



≥85% certainty

High statistical confidence



Zero tech needed

Privacy-first approach



The Challenge

- Traditional research is **slow and expensive**, often taking weeks to deliver insights
- **Small panels create bias** and don't represent true market behavior
- **Survey responses don't equal actions** - what people say often differs from what they do



The Resonance™ Solution

- ✓ **Large-scale behavioral data** from 100,000+ weekly signals ensures statistical significance
- ✓ **Anonymized and compliant** analysis of real market shifts in brand interest
- ✓ **Before, during, and after** tracking reveals true campaign impact and sustainability

PROVEN METHODOLOGY

Three-Phase Measurement Model

Scientifically rigorous framework for capturing campaign impact across the entire lifecycle

1



Pre-Campaign

BASELINE

Establishing the normal behavioral level within the target audience before any campaign exposure begins.

Duration: **1 week**

2



In-Campaign

EFFECT

Identifying real-time shifts in brand interest and market activity as the campaign runs and reaches the audience.

Duration: **Campaign flight period**

3



Post-Campaign

STABILIZATION

Measuring how the effect sustains or stabilizes after the flight ends to understand long-term brand impact.

Duration: **1 week**

≥85% confidence level in all uplift measurements — **Zero technical integration** required

DATA GRANULARITY

Deep Segmentation Capabilities

Drill down into your campaign performance with unprecedented precision



Geographic Detail

Insights down to granular location levels for precise regional optimization.

- Region-level analysis
- Province-level insights
- Postcode-level precision



Demographics

Analysis by key demographic segments to understand audience response.

- Age Group segmentation
- Gender analysis
- Cross-segment insights



No Technical Integration

Works independently—no pixels, tags, or client-side tech required.

- Zero implementation time
- Privacy-first approach
- IT department not needed

All data is **anonymized and aggregated** to ensure privacy compliance while delivering actionable insights

WHAT YOU GET

Deliverables

Executive-ready reporting for board-level decision making



Executive Summary Report

High-level insights with clear recommendations and strategic implications for leadership teams



Trend Graphs & Visualizations

Charts showing baseline, flight, and post-campaign performance across all metrics



Regional Impact Matrices

Geographic breakdown showing which regions responded strongest to your campaign

PRICING

Investment

Transparent pricing for actionable campaign insights



Basic Test (3 × 1 week)

\$2,850

Complete baseline, flight, and post-campaign analysis



Extra Week

\$850

Extend your measurement window as needed



Daily Dashboard BETA

\$1,350

Real-time performance tracking during your campaign

Ready to measure **real campaign impact**?

Stop guessing. Start knowing. See exactly how your next ATL campaign resonates with your target audience.

See how your campaign resonates →



≥85%

Statistical Confidence

100K+

Weekly Signals

Zero

Tech Integration

Confidential data modeling based on real-world market response

info@brandpulse-analytics.com