

## Product List

Factor Technology Group's analytics platform measures and optimizes cross media effectiveness based on the response of actual consumers reached by the advertising campaigns. This gives you the answers you need to improve the return on your integrated advertising investment. Using our platform, our clients are able to make media allocation decisions, optimize creative executions and deliver better overall financial results without increasing budgets.

### Advertising Measurement Modules

#### Campaign Performance

- Individual Media Channel Effectiveness
- Media Synergy Effectiveness

#### Campaign Return On Investment

- Sales ROI
- Brand Funnel Impact from Spend

#### Campaign Optimization

- Optimal Advertising Spend
- Optimal Media Mix
- Optimal Monthly Media Flighting
- Optimal Media Mix for Brand Funnel Metrics
- Optimal Brand Attributes for Purchase Probability

#### Competitors

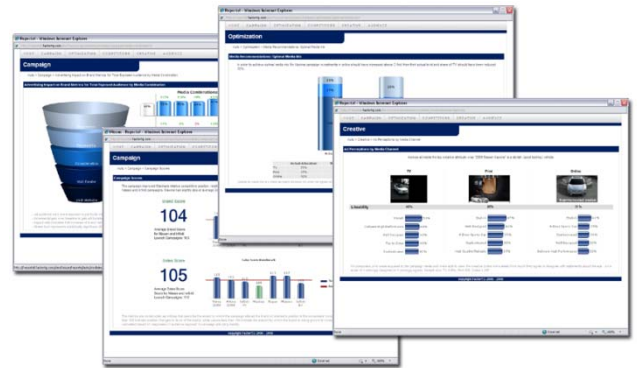
- Campaign Impact on Competitive Landscape
- Predictive Favorability Drivers Among Competitors
- Predictive Purchase Intent Drivers Among Competitors
- Competitive Positioning – Perceptual Map

#### Individual Media Channel Detail

- Online – Ad Impact by Online Sites/Networks
- Online – Ad Impact by Online Ad Exposure Frequency

### Options

- All Major Media Channels – TV, Print, Online, Outdoor, Theater, Events, Product Placement
- Total and Target Audience Segments; Demographics and In-Market Qualifiers
- Brand Funnel Metrics, Shopping Behaviors, Sales Metrics and Creative Metrics
- Dashboard Reporting



*Factor TG Dashboard Reporting*

#### Creative

- Advertising Impact by Creative Execution
- Brand Attributes by Creative Execution
- Ad Perceptions by Media Channel
- Ad Perceptions by Creative Execution
- Optimal Ad Perceptions for Purchase Probability

#### Audience

- Campaign Reach of Target Audience
- Campaign Ad Recognition
- Campaign Demographic Profile
- Campaign Demographic Profile by Media Channel
- Optimal Media Target Based on Purchase Probability