



# REALITY ANALYTICS

Reality analytics integrates different data sources to provide a holistic view of the performance of your brand in all layers of the marketing funnel.

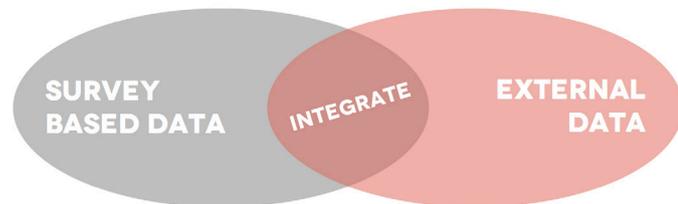
It is based on scientific principles combined with a pragmatic, actionable view on media planning that helps you to understand and predict media efficiency and increase your ROI.

## Why Reality Analytics?

The challenge of most tracking tools is that they are incomplete and only solve part of the puzzle:

- No integration of brand, media and creative strategies.
- No possibilities to enrich your data with non-survey based data sources.
- No insights in where, when and how to allocate your media budget.
- Deliverables are complex and only look back, not forward.
- Questionnaires are too long and boring

That's why we developed Reality Analytics; the tracking solution that integrates different data sources to support your brand, media and advertising strategy.



We combine survey based and external data in a sophisticated media model to predict and optimise your media. Reality Analytics is supported by an actionable dashboard specifically designed to steer and optimise.

## 5 Reality Principles

Reality Analytics is based on five simple but essential principles:

- 1** We integrate all data sources
- 2** We leverage scientific knowledge
- 3** We develop engaging & device agnostic surveys
- 4** We provide actionable dashboards
- 5** We enable an easy transition using all existing knowledge & (back)data

These principles are developed using our 25+ years of experience in brand tracking and media planning.

## Process

Our team of brand-, media-, and IT specialists will provide **24/7 access** to a customised dashboard for continuous monitoring.



