

A photograph of a busy city street at night, likely Times Square in New York City. The scene is filled with bright lights from billboards and streetlights. A large red semi-transparent box is overlaid on the left side of the image, containing the text 'REALITY ANALYTICS'.

REALITY ANALYTICS

DVJ Insights is known for its alternative approach towards tracking. Although we see the value of tracking we also believe that tracking has to change. We believe that with a different set-up and better integration with other sources, every client will be better equipped to understand the market, the brand equity and the effectiveness of media and advertising.

Why tracking should change

In order to optimize your marketing ROI, you need a 360 degree view of the performance of your brand, creative and media strategies. A common way of continuously monitoring the performance of your brand and support strategic decisions by using a brand- and/or campaign tracking solution. However, most tracking solutions fall short and are outdated, because there is:

- no possibility to enrich the data with other non-survey based data sources.
- no flexibility in the set-up to react to developments in the market.
- no cost efficiency because of the high frequency of measurement and reporting.
- no insights in where and when the media budget should be allocated.
- no actionable deliverables that help to make decisions.

That's why we have developed Reality Analytics; a new approach that enables our clients to proactively steer your brand KPIs with a modular offering of analyses that can be accessed in a dynamic platform. We also integrate survey based data with other data sources like website visits, media spends, sales data and social media data.

Designing a future proof tracker

We strongly believe that the core of every tracker should be formed by a continuous data flow of weekly survey measurements. This not only leads to most stability in the data, but also makes it easier to sync the survey data with other data sources that are reported on a weekly level. However, these weekly samples don't have to be as substantial as we observe in traditional trackers. We have statistically determined that a weekly sample size of $n=50$ per market is already sufficient to obtain enough granularity in the data to conduct all relevant analyses.

For some advertisers who have already a lot of tracking information in place, it might be more useful to have monthly or quarterly measurements in combination with weekly other data sources.

DVJ Insights have developed an unique decision tree to determine the best approach for every advertiser. This tree is based upon the number of available sources, the available historical data and the specific needs of that client.

Adding value in three game changing ways

We strongly believe that our clients will get more out of tracking by enriching the survey data with the following:

1. Add Qualitative elements into the questionnaire:

Qualitative techniques like story telling and free associations will generate deeper insight in the drivers and motives within a category, the equity of the brand and its competitors as verbalized by relevant audiences. This enables us to deep dive into these topics and generate insights continuously.

2. Integrate external data sources: Non-survey based data sources like web analytics, social media data, sales data and media spends are truly integrated in the platform and analyses.

3. Use advanced analytics to dig one layer deeper: By using more advanced analytics like multi attribution modelling and regression analyses, we are better able to understand underlying relations within the data, and go from observations to insights.

This ultimately leads to a stronger, more actionable and more intelligent system of gathering insights for the global and local teams of each client.

Monitoring and steering

The core of the program is formed by our online platform. Our dashboard stores a wealth of weekly data, and is also equipped with analysis tools that provide you with instant insights in the impact of a campaign.

A unique asset of Reality Analytics is the calculation of RPS; a KPI that represents all contacts with a brand on a weekly basis. In the dashboard we have integrated a predictive tool to optimise RPS for future campaigns.

We also deep dive in the data bi-yearly to focus on pre-defined themes and organise interactive workshops with the local teams to further improve brand-, media- and creative strategies.

Global support

Too many agencies consist of a patchwork of departments and isolated roles to be able to adequately respond to developments in the market, while keeping an eye on the bigger picture. That's why we will centralise the project coordination with a dedicated team of research- and consultancy experts. All team members have a lot of experience in conducting global research.

ABOUT DVJ INSIGHTS

DVJ Insights is a research and consultancy agency with a global footprint. We help our clients understanding how to realise growth by identifying relevant drivers, optimising communication, improving the customer experience and introduce winning products and solutions in organisations.

We believe that research is all about listening. Listening to our clients to make sure the research is embedded in the organisation and answers the right questions, and listening to consumers by giving them the opportunity to express their feelings and share their stories.

We add value by leveraging the experience and expertise of our seasoned research and consultancy team, and staying true to our innovative mass qualitative philosophy.