Measurement & Data Bootcamp

MANAGING AND REPORTING CAMPAIGN SUCCESS

Harvey Goldhersz

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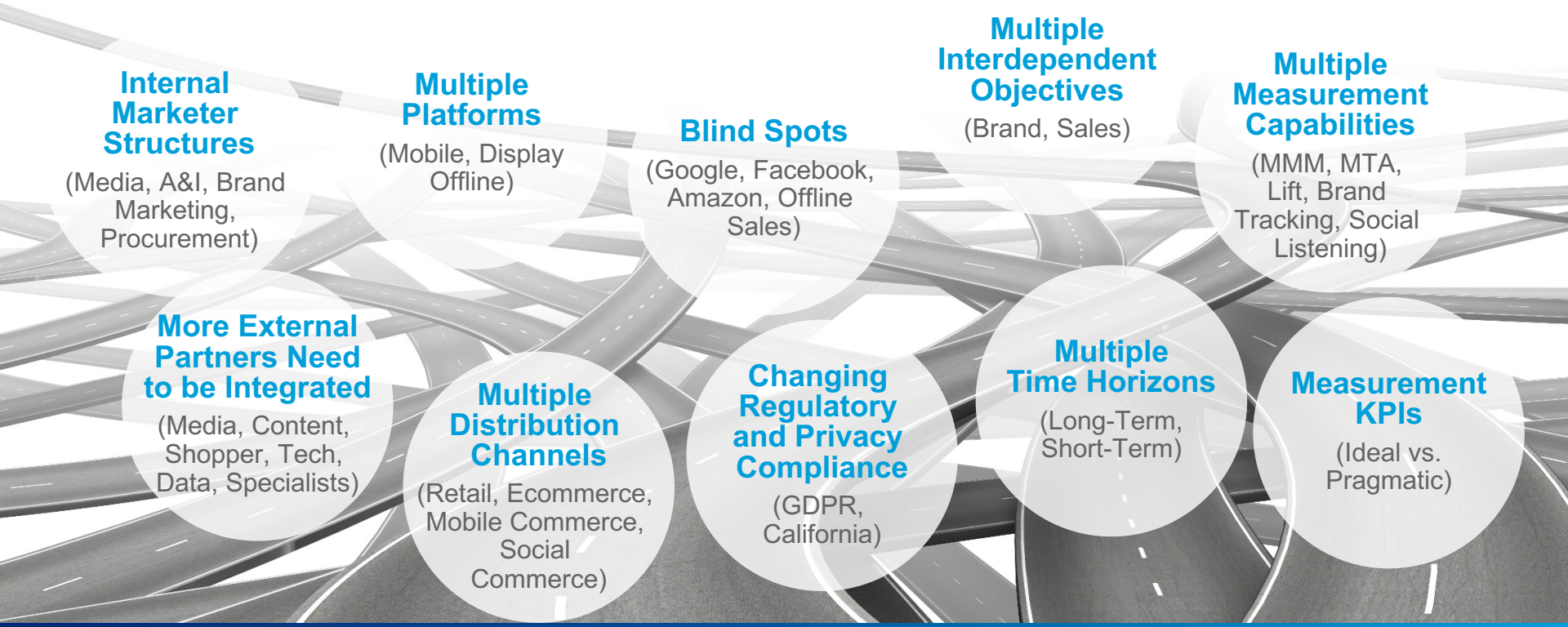
IRi
Growth delivered.

Simple Questions

How does a seller optimize a campaign's results?

How does a smart media buyer gauge that same campaign for their client?

But, a Complex Landscape



- Design Ways of Working for Data Quality
- Measure Performance, Not Proxies
- Measure Multiple Time Horizons
- Integrate Seemingly Disparate KPIs, Such as Brand and Sales
- Choose the Best Approach, Balancing Accuracy, Speed and Cost
- Visualize and Distribute Insights and Data to All Stakeholders

QUESTIONS & ANSWERS

FOR MORE INFORMATION, CONTACT US…

IRI Global Headquarters
150 North Clinton Street
Chicago, IL 60661-1416
IRI@IRIworldwide.com
+1 312.726.1221

Follow IRI on Twitter: ***@IRIworldwide***