



arianna



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Post Evaluation

Track Campaign effectiveness and competitive performance

Understand competitors top line TV expenditure, TARP weights, SOV levels and gain detailed strategic insight into flighting and program placement.

Post Evaluation

A new and exciting set of modules for evaluation of advertising campaigns and competitive activity.

A completely new element to the ATR software range, the Post Evaluation suite offers Networks and Agencies the ability to undertake detailed analyses of clients and their competitor's television advertising activity.

Using converted data from Nielsen Media Research, the ratings are coupled with competitive TV advertising expenditure and modules such as Adex, Activity Pattern, Multi Campaign and Post Buy allow users to understand competitors top-line television expenditure, TARP weights and SOV levels. Detailed insights like flighting strategies, program placement and r&f results can also be easily produced.

Integration between modules allows you to run an Adex report for example and then a simple Click 'n go will take you directly to Multi Campaign to view r&f results.

Reports can be customised in most modules and multiple reports can also be generated from a single run.

Analysis can be easily run on a Sector, Category, Client or Product.

| Market | Target | Variables |
|--|-------------------------------|--|
| Sydney | Total Individuals incl Guests | Spots |
| Date: 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | | |
| Product | | |
| Mazda Australia P/L | | 11 13 18 11 6 7 10 17 19 16 1 2 8 |
| Toyota Motor Corporation Australia Ltd | | 8 4 6 10 10 4 3 8 14 15 14 12 6 11 13 15 14 13 6 4 9 10 12 6 7 4 4 6 4 5 6 |
| Holden Limited | | 3 5 3 5 3 2 1 1 1 1 |
| Nissan Australia P/L | | 3 2 4 1 2 2 4 4 1 1 5 1 4 1 |

| Market | Target | Variables | Cost | TARP | Spots | Cost | TARP | Spots | Cost | TARP | Spots |
|--------------------------------|--------|-----------|---------------|----------|--------|---------------|----------|--------|---------------|----------|--------|
| Metro Values | | | 24,029,806 \$ | 1,829.36 | 23,750 | 24,131,745 \$ | 1,137.44 | 24,769 | 24,759,463 \$ | 1,340.05 | 24,079 |
| Entertainment & Lifestyle | | | 16,832,705 \$ | 2,389.81 | 27,084 | 17,000,525 \$ | 1,577.77 | 28,252 | 21,321,619 \$ | 1,563.59 | 26,737 |
| Travel/Accommodation | | | 6,879,651 \$ | 4,310.88 | 5,738 | 4,881,954 \$ | 3,863.35 | 5,355 | 3,453,542 \$ | 2,493.24 | 4,361 |
| Food | | | 27,051,025 \$ | 2,137.59 | 31,063 | 25,143,755 \$ | 1,777.37 | 27,995 | 30,356,229 \$ | 2,598.88 | 31,022 |
| Media | | | 7,480,404 \$ | 5,174.01 | 6,505 | 4,610,116 \$ | 2,836.70 | 4,913 | 10,709,815 \$ | 4,534.28 | 9,729 |
| Community/Public Serv | | | 3,077 | | | | 1,968.36 | 7,329 | 6,175,735 \$ | 2,800.89 | 8,715 |
| Retail | | | 11,226 | | | | 1,056.98 | 15,011 | 14,032,800 \$ | 1,726.95 | 16,299 |
| Computers | | | 1,357 | | | | 923.30 | 1,600 | 1,471,464 \$ | 727.97 | 1,492 |
| Government | | | 2,527 | | | | 1,667.43 | 2,718 | 1,548,257 \$ | 1,743.66 | 2,334 |
| Healthcare | | | 763 | | | | 361.15 | 470 | 597,323 \$ | 305.11 | 287 |
| Dental Products | | | 965 | | | | 459.19 | 493 | 608,362 \$ | 460.44 | 473 |
| Beverages Non-Alcoholic | | | 5,367 | | | | 5,123.87 | 6,262 | 7,206,106 \$ | 5,388.96 | 6,830 |
| Beverages Alcoholic | | | 3,218 | | | | 1,533.70 | 1,736 | 3,456,331 \$ | 2,141.40 | 1,891 |
| Utilities Energy & Water | | | 1,438 | | | | 707.79 | 1,196 | 826,629 \$ | 505.11 | 746 |
| Appliances Home & Outdoor | | | 2,736 | | | | 1,323.95 | 2,224 | 1,842,157 \$ | 1,071.85 | 1,380 |
| Manufactured Business Products | | | 764 | | | | 1,174.93 | 1,333 | 1,861,416 \$ | 1,023.86 | 1,177 |