

BRANDTRIBE

CONSUMER INTELLIGENCE

Enabling smarter digital marketing

conversion

optimization

insights



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Real-time
Multi-channel
campaign
reports



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WHY DO YOU NEED IT

Brandtribe will allow you to visualize and measure your digital campaigns across multiple channels.



EXPLOSION OF DIGITAL CHANNELS

Consumers use of digital channels changes constantly. Do you know which channels your consumers are using?



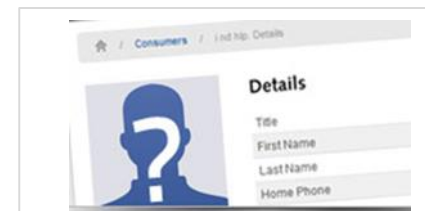
CENTRALIZED DATA

Data is being collected from numerous sources and kept on CD's and spread sheets. Are you using the underlying data to increase your ROI?



SINGLE CONSUMER VIEW

Are your consumers treated as if each one is the most important to your brand, or do they feel like one of the herd?



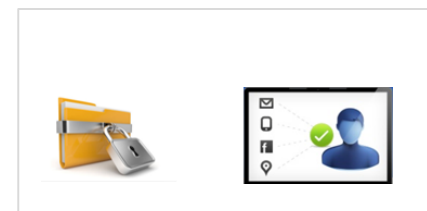
RETURN ON INVESTMENT

Are investment decisions being made in a vacuum? How important are conversion rates to your brand?



PRIVACY ISSUES

POPI legislation is on the horizon, How compliant is your data?



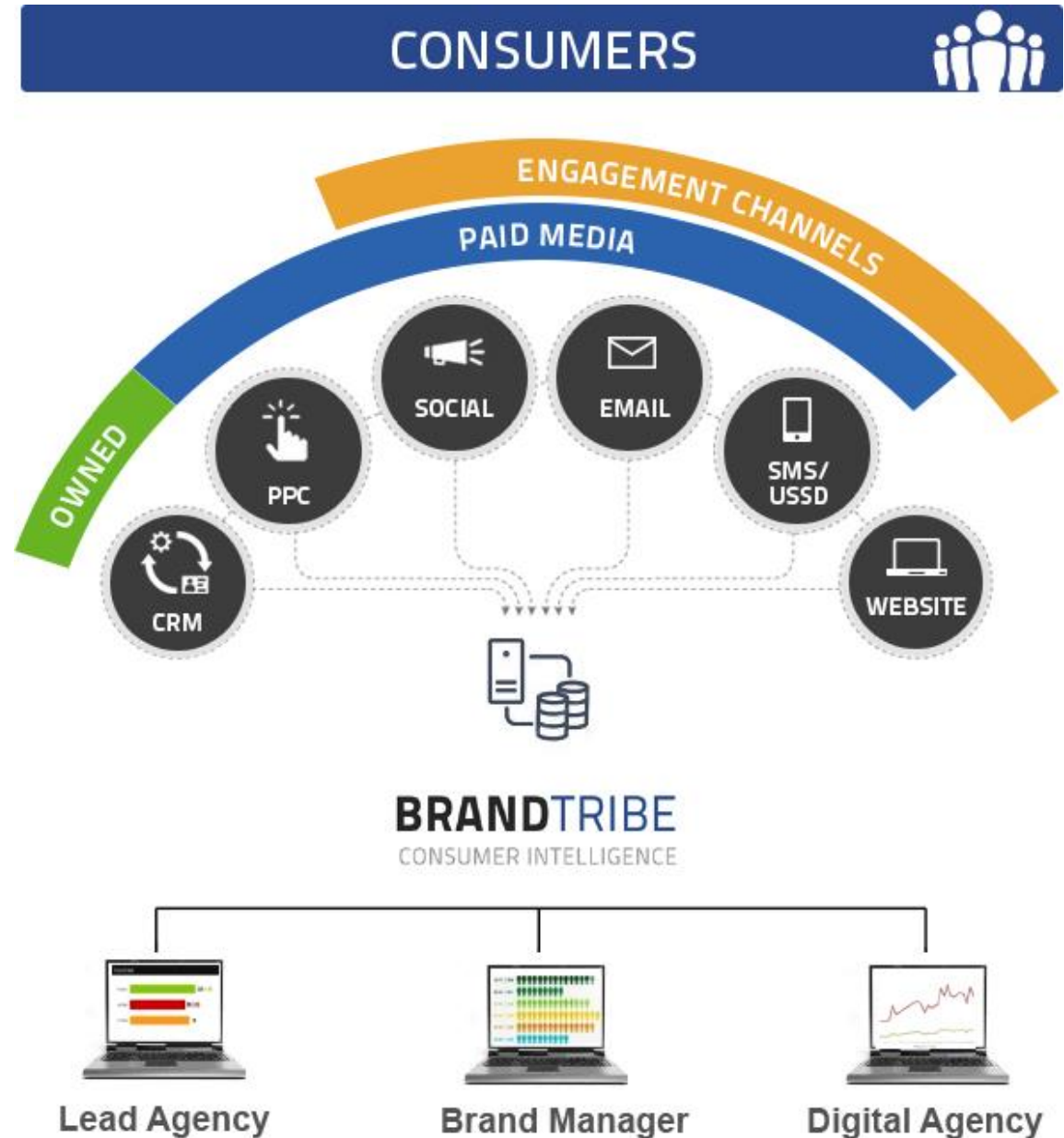


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HOW DOES IT WORK

Brandtribe is an open platform delivering these key benefits:

- **FLEXIBLE** – Integrate with any platform, including your existing systems
- **EFFICIENT** – all data and reporting in one place, adapt to change quickly
- **COST EFFECTIVE** – no need to rebuild what already exists





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CONVERSION OPTIMIZATION

- **MULTIPLE CHANNELS** – Measure conversions across multiple channels
- **REAL TIME** – Don't wait for the end of a campaign to see results
- **ONE-ON-ONE** – Treat your consumer as an individual

CONSUMER UNDERSTANDING

Learn more about each consumer with every interaction. Gather demographic information about your consumer or ask brand specific questions to gain actionable insights



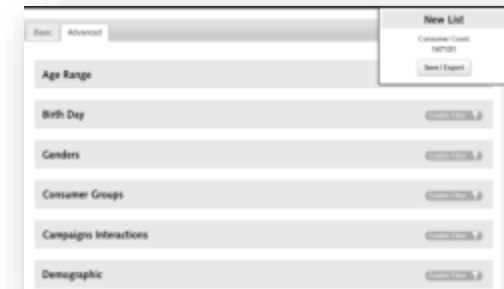
SINGLE CONSUMER VIEW

Marketers need a single consumer view because consumers expect interactions to reflect a consistent understanding of their history and preferences across all channels



SEGMENTATION

Segment consumers based on rich consumer data and insights. Know where each consumer is on the conversion journey to reach them with the right message



PUSH MESSAGING

Send personalized relevant messages every time. This will increase your consumers loyalty and the efficiency of every campaign





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MAXIMIZE ROI

- **BENCHMARKING** – Make investments based on historical returns
- **REAL TIME** – Make decisions when they matter
- **ANALYTICS** – Gain valuable insights at every consumer touch point



CAMPAIGN PERFORMANCE

Track your campaign performance in real time. Brandtribe provides a quick overview of all campaign KPI's ; interactions, data enrichment, ROI, and much more



COMPARE PAST CAMPAIGNS

You can compare up to 50 campaigns at once to create a benchmark against which you can measure your current performance.

Type	Entries	Actual Cost	Per Entry	Per Consumer	Per New Consumer
SMS	5,292	10.00	0.00	0.01	0.01
Facebook	175	1.00	0.01	0.03	0.03
Real World	1,706	10.00	0.01	0.01	0.01
SMS	1,039,661	29,000.00	0.03	0.42	0.42
SMS	366	100.00	0.27	1.09	1.54

OPTIMIZE MEDIA SPEND

South Africa will spend R 2 billion on digital advertising. Track PPC, e-mail and other push media from initial spend through to actual conversions



TARGETED PUSH MESSAGING

Segment consumers based on common consumer data and insights. Breakthrough the advertising clutter by sending relevant messages to likeminded consumers.

Basic | Advanced

New List
Consumer Count: 50123
New Export

- Age Range
- Birth Day
- Genders
- Consumer Groups
- Campaign Interactions
- Demographic

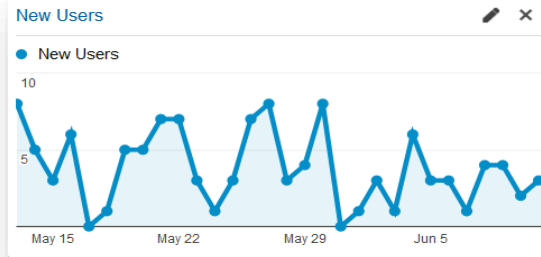


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REPORTING IN ONE PLACE

- **ENHANCE** - no need to change what you are doing
- **MULTIPLE CHANNELS** – track interaction across different channels
- **EFFICIENCY** – save time by generating reports across multiple data sources

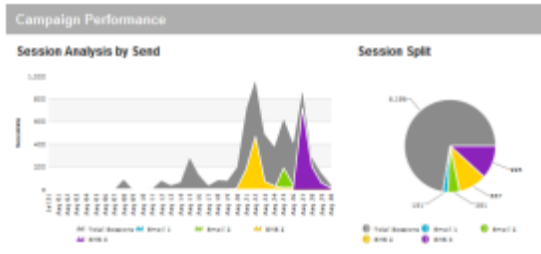
GOOGLE ANALYTICS



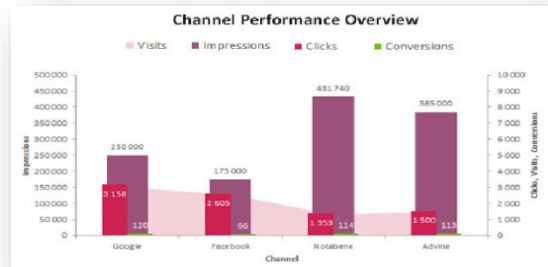
CAMPAIGN TRACKING



E-MAIL TRACKING



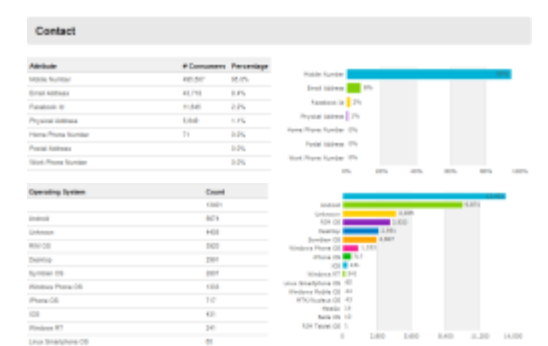
PPC TRACKING



CONSUMER DATA



CHANNEL INTERACTION





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CONSUMER INSIGHTS

- **DEMOGRAPHICS** - Brandtribe has created predefined demographic data sets
- **CUSTOM QUESTIONS** – Gain deeper insights by tracking answers to any closed question
- **PERSONAL & RELEVANCE** – Treat each consumer like they are important to you.

DEMOGRAPHICS

GENDER

Gender Breakdown



CHANNELS

Channel Distribution



CONTACT INFORMATION

Contact



GEOGRAPHIC INFORMATION

Geographic



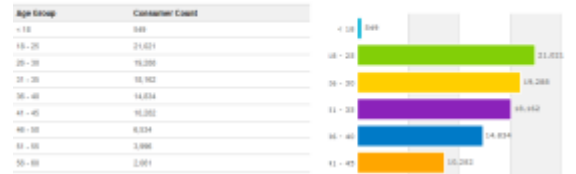
PERSONAL INFORMATION

Personal



AGE

Age Breakdown



CUSTOM QUESTIONS

UEFA TEAM?

What is your favourite UEFA team?



Answers



CAR?

What kind of car would you like to drive?



Answers



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10 features we think you will love!



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WEEKLY SPOTLIGHT EMAIL

Brandtribe is able to send out a weekly campaign update to the whole team, **automatically.**

We currently feature the most common campaign analytics, with a link to the main campaign report on Brandtribe.



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WEEKLY REPORT SPOTLIGHT

Monday, 29 April 2013

TEST CAMPAIGN 29 APRIL

Summary Statistics vs. Last Week



Entries Per Week



[CLICK HERE FOR THE FULL REPORT](#)





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SETTING AND MONITORING TARGETS

Brandtribe allows you to set goals for an upcoming campaign, with a focus on **recruitment, volume driving** or **data enrichment**.

TRACK YOUR GOALS IN REAL-TIME

Data enrichment targets can be **set and monitored**:

- 1) per campaign
- 2) per year

PBS Mobi

Basic | **Targets** | Budget | Advanced | Advertising Spend | Asset Library | External Data

Targets Help ⓘ

Recruitment

New Consumers Gained
30000

Total Consumers Engaged
40000

Volume Driver

Entries / Interactions
50000

Data Enrichment ADD NEW +

Attribute	Increase By	
First Name	500	Remove
Last Name	500	Remove
Gender	500	Remove

Save campaign | Cancel

Consumer Target Results

Totals

Property	Target	Actual	Achieved
Email Address	30,000	225	0.75%
First Name	30,000	322	1.07%
Gender	30,000	313	1.04%
Last Name	30,000	317	1.06%
Mobile Number	30,000	191	0.64%

Percent Achieved

Property	Percent Achieved
Email Address	0.75%
First Name	1.07%
Gender	1.04%
Last Name	1.06%
Mobile Number	0.64%



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FULL PAPER TRAIL

Store a **complete history** of **every interaction** your consumers have with your brand.

This **feature protects your brand** in the event of a consumer disputing giving over their data.



JOHANNA C STRAUSS Interactions
Details
Interactions

Home / Consumers / JOHANNA C STRAUSS

Date	Camp
2013-10-22 07:51:44	Kickst
2013-10-22 07:50:10	Kickst
2013-10-22 07:47:58	Kickst
2013-10-22 07:46:29	Kickst
2013-10-22 07:43:55	Kickst
2013-10-22 07:41:46	Kickst
2013-10-22 07:40:01	Kickst
2013-10-22 07:38:09	Kickst
2013-10-22 07:36:41	Kickst
2013-10-22 07:35:11	Kickst
2013-10-22 07:33:36	Kickst
2013-10-21 20:25:16	Kickst
2013-10-21 20:19:02	Kickst

Interaction Details

Campaign
Kickstart Your Future NCP - SMS (Techsys)

Brand
Windhoek Draught

Consumer
[JOHANNA C STRAUSS](#)

Interaction Date
2013-10-18 12:27:11

Raw Data

Created
2013-10-18 21:24:40

Processed
2013-10-18 22:17:02

Process Status
Success

Service User
BT

External Key
889457

Interaction Date
2013/10/18 12:27:11 PM

Mobile Number
264855932661

Allow Mobile

Content
4860990909

Entry Status
Invalid

Consumer Group
Draught

Interaction detail





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SIMPLE AND EASY DATA TRANSFER

Importing data has been made easy and simple. Brandtribe does an automatic data check, highlights potential issues and lets you check the result before importing



Select Campaign and File

File: Help

Worksheet:

Preview of "Details.xlsx" data: Sheet1 Sample Data (3 records)

luke@techsys.co.za	Luke	Fielding	Western Cape	Cape Town	27823456789
jandro@techsys.co.za	Jandro	Sazyman	Western Cape	Cape Town	27823456789
dane@techsys.co.za	Dane	Kilian	Western Cape	Cape Town	27823456789
andrew@techsys.co.za	Andrew	Walmsley	Western Cape	Cape Town	27823456789



CONSUMERS

Andrew Details

Edit Interactions Devices Locations Help

Home / Consumers / Andrew Details

Details

Title	
First Name	Andrew
Last Name	
Home Phone	
Work Phone	

Addresses

Address	Channel
27832989177	Mobile

Questions





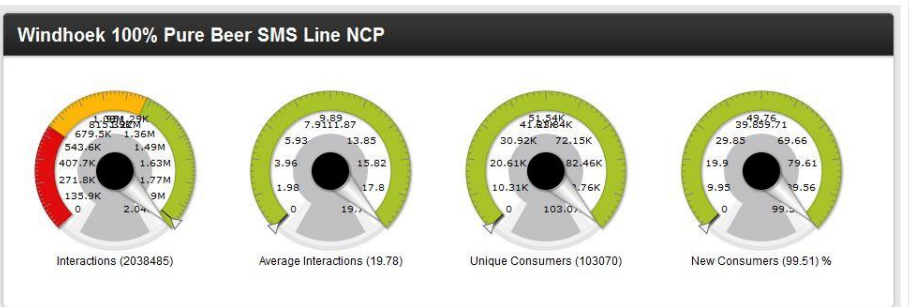
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COMPARE PAST CAMPAIGN RESULTS

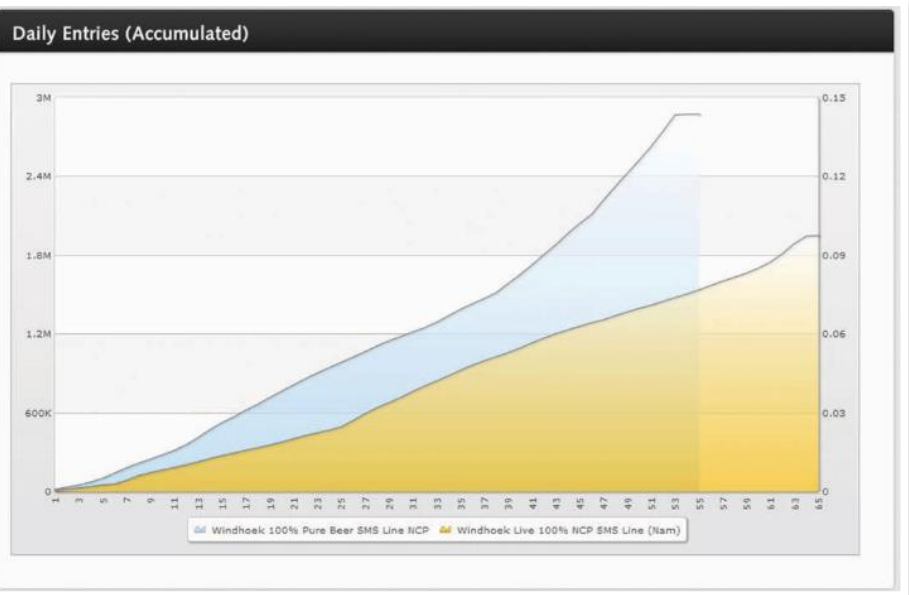
Brandtribe now allows you to compare past and present campaigns, on a summary or day by day basis.

You can compare up to 50 campaigns at once to create a benchmark against which you can measure your current performance.

HIGH-LEVEL INDICATORS



DAY BY DAY ENTRIES





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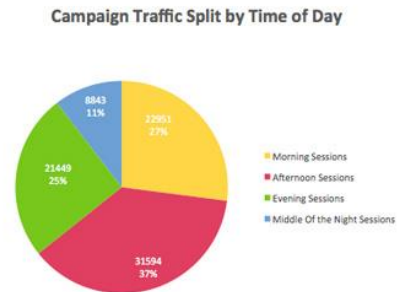
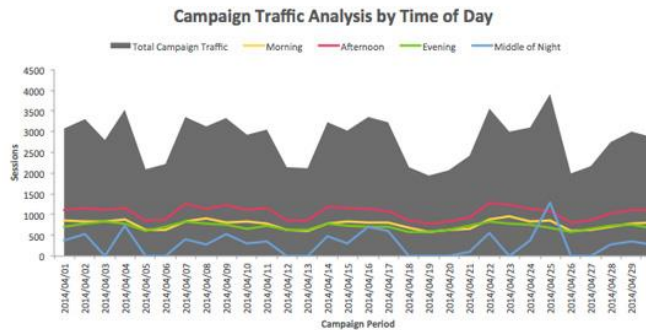
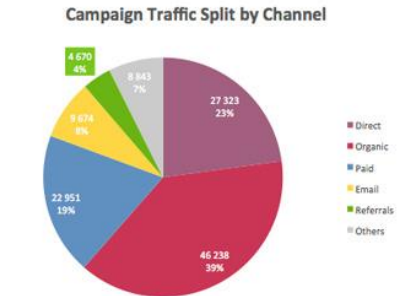
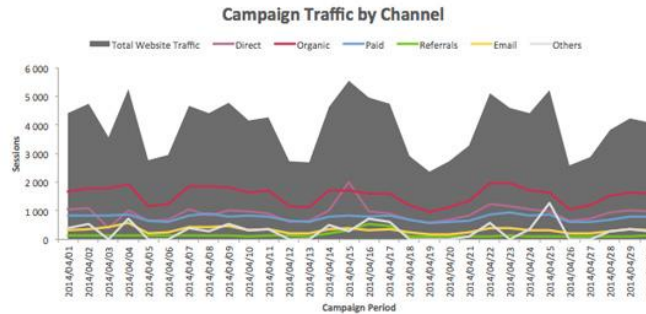
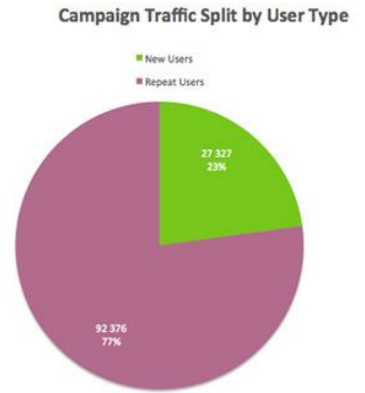
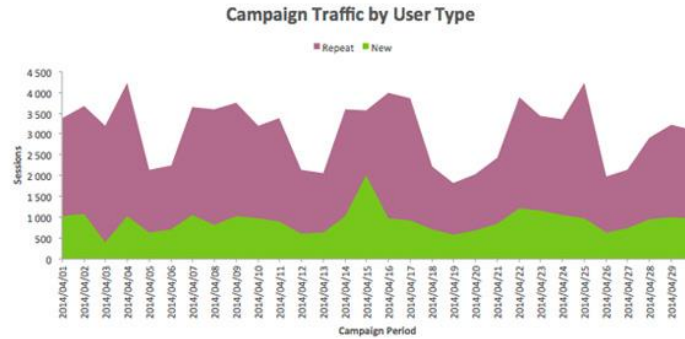
INTEGRATING GOOGLE ANALYTICS

We support **Google analytics** within Brandtribe, allowing us to track **visitors numbers, conversions and device info.**

By doing this we can perform a number of calculations that give insights that are very useful.

Campaign Traffic Analysis

Campaign Users **89 699** Sessions **199 699** Pageviews **212 568** Pages per Session **1.06**





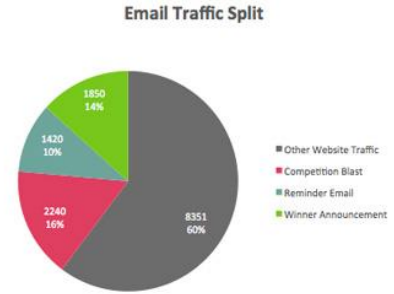
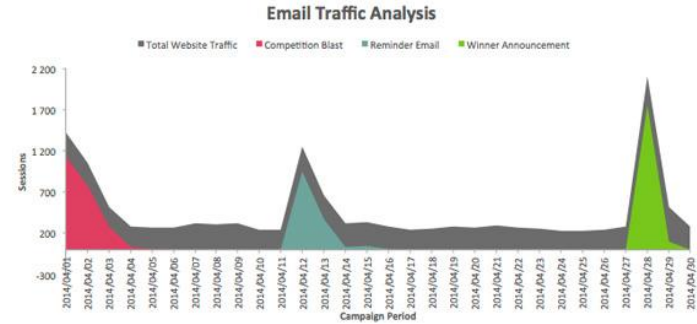
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INTEGRATING E-MAIL INSIGHTS

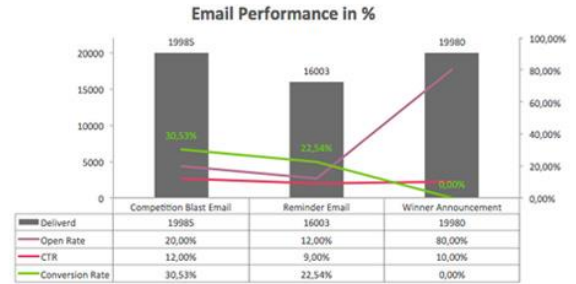
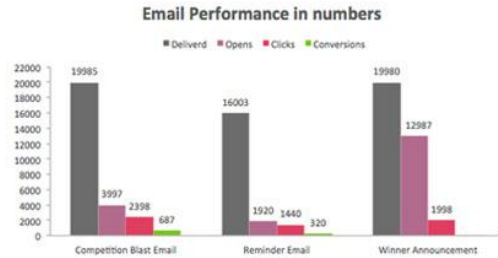
We allow you to pull the results of your email campaign directly into Brandtribe.

We support manual or direct integration with 3rd party messaging platforms such as Everlytic or Mailchimp

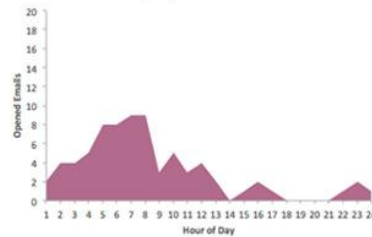
Traffic Analysis



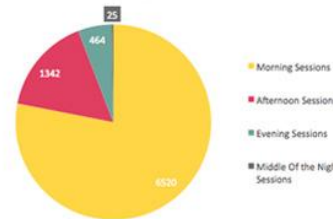
Email Campaign Performance



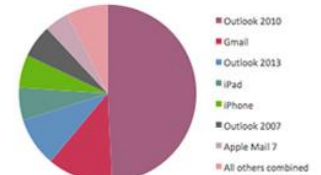
Email Engagement by Time of Day - Deployment 11am



Email Engagement by Time of Day Deployment: 11am



Most popular Email Clients





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PAY PER CLICK TRACKING

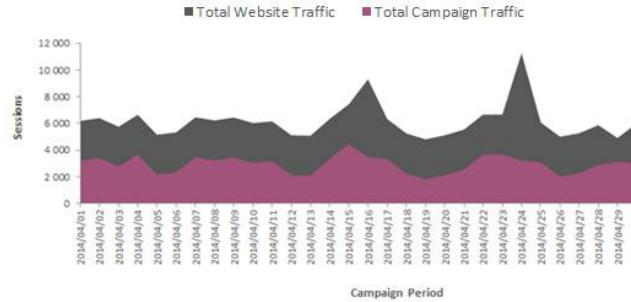
If you are running PPC, then Brandtribe will allow you to **import the click reports** from all major platform **directly into your campaign reports.**

You can then **measure ROI across each channel** and its overall cost vs conversion

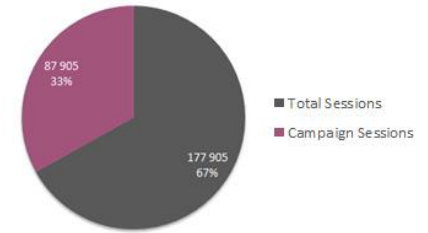


Traffic Analysis for campaign period

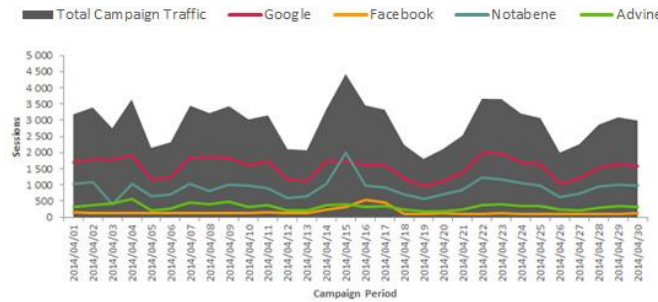
Campaign Traffic Contribution



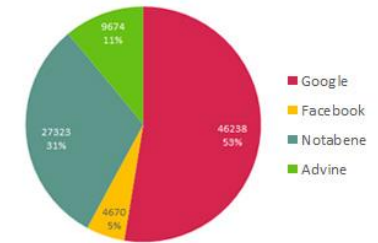
Traffic Split



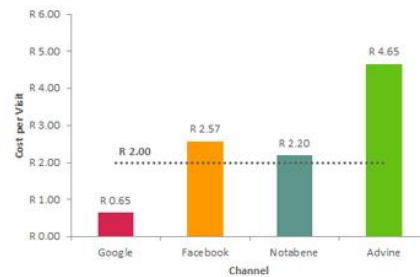
Campaign Traffic Analysis by Channel



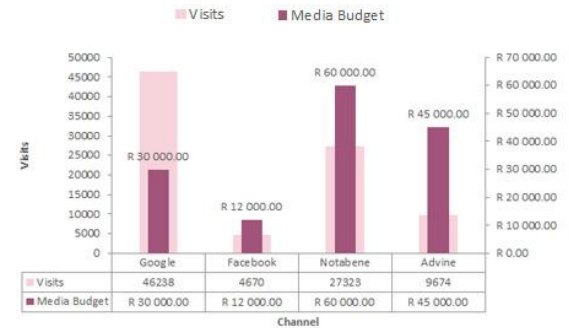
Campaign Traffic Split by Channel



Cost per Visit



Channel Traffic Efficiency





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STORING CAMPAIGN ASSETS...

We support over 32 **file types**, which can be **stored against a campaign to create an asset library.**

Important documents, poster, radio advertisements or T&C's can be stored securely.



THANK YOU

In this demonstration we showed a fraction of the 300+ consumer insights that can be tracked and stored on Brandtribe.

For a full demonstration, please contact our team.

