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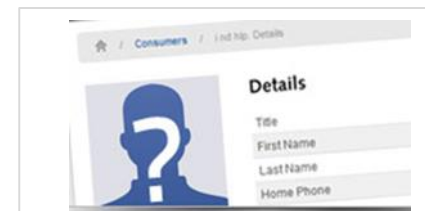
### CENTRALIZED DATA
Data is being collected from numerous sources and kept on CD's and spread sheets. Are you using the underlying data to increase your ROI?

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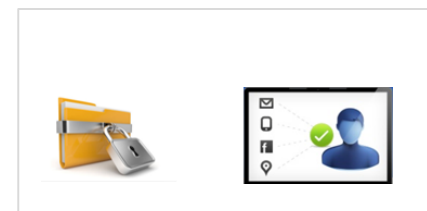
### RETURN ON INVESTMENT
Are investment decisions being made in a vacuum?  How important are conversion rates to your brand?

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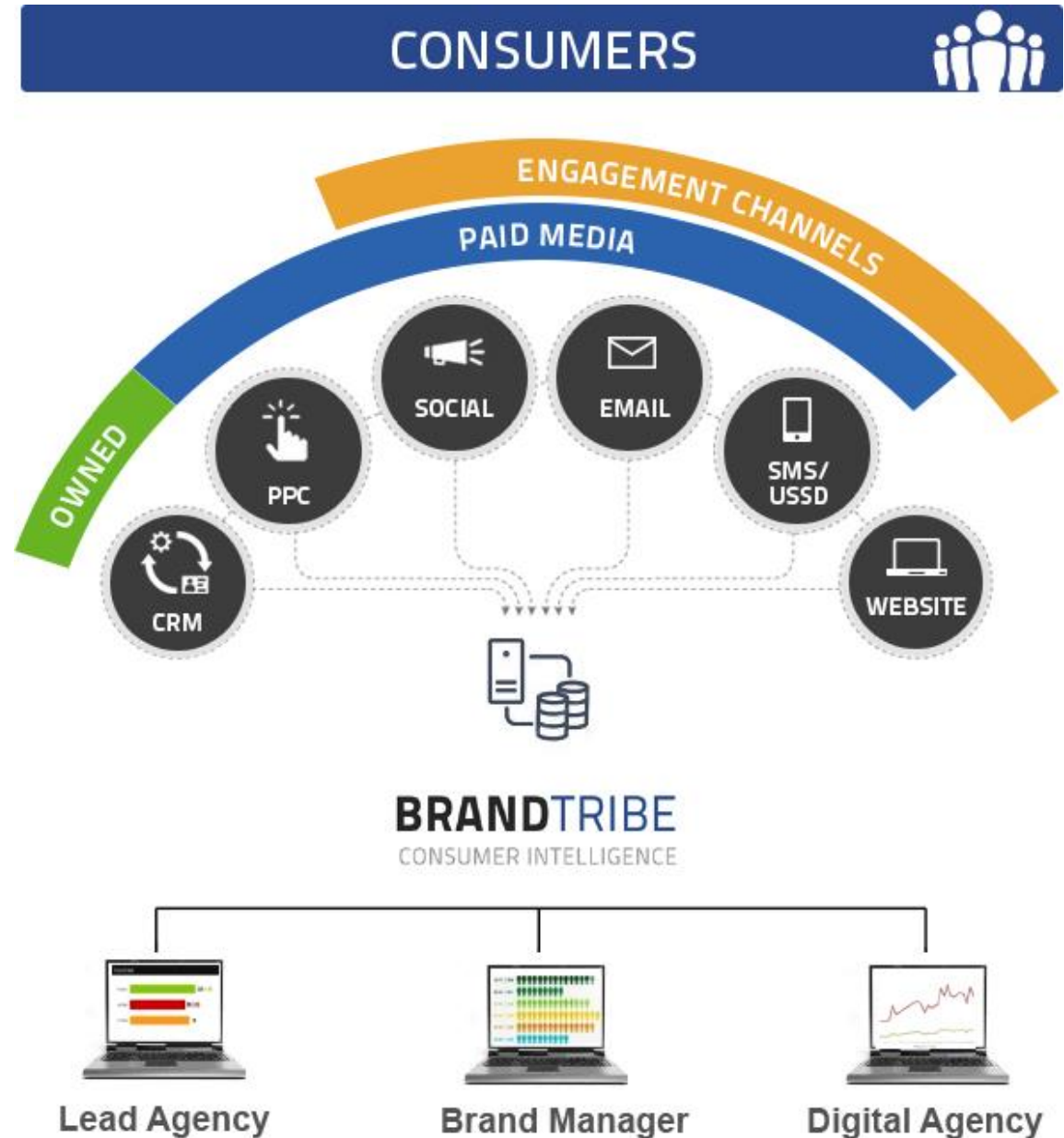POPI legislation is on the horizon, How compliant is your data?

## 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

# 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-ON**E – 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
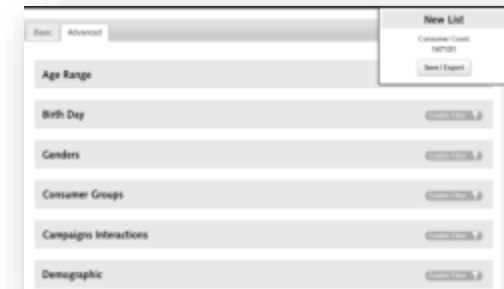
## SINGLE CONSUMER VIEW
Marketers need a single consumer view because consumers expect interactions to reflect a consistent understanding of their history and preferences across all channels

## 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.

**REPORTING IN ONE PLACE**

- **ENHANCE** - no need to change what you are doing

- **MULTIPLE CHANNELS** – track interaction across different channels

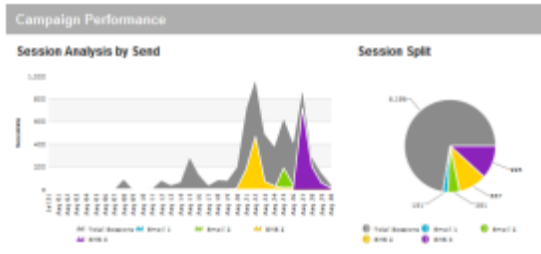- **EFFICIENCY** – save time by generating reports across multiple data sources
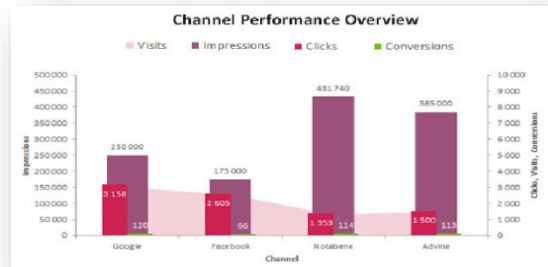
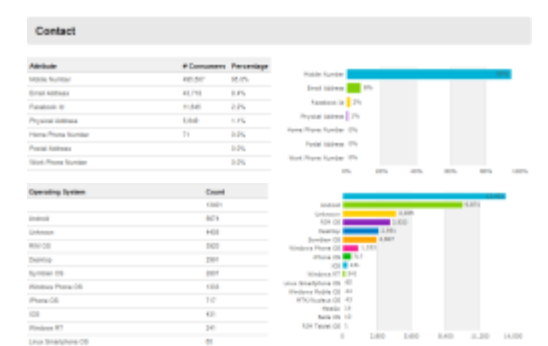**GOOGLE ANALYTICS**
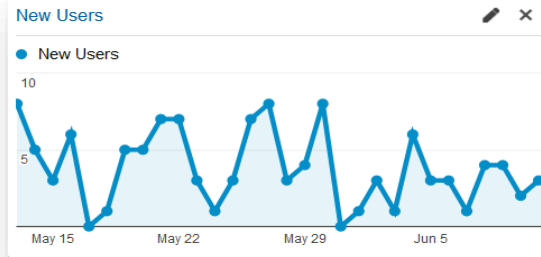
**CAMPAIGN TRACKING**

**E-MAIL TRACKING**

**PPC TRACKING**

**CONSUMER DATA**

**CHANNEL INTERACTIOIN**

# 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

### CHANNELS

### CONTACT INFORMATION

### GEOGRAPHIC INFORMATION

### PERSONAL INFORMATION

### AGE
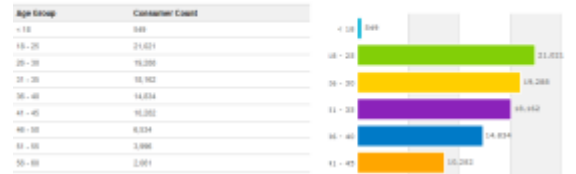
## CUSTOM QUESTIONS

### UEFA TEAM?

### CAR?

# BRANDTRIBE

## 10 features we think you will love!

# 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**

| 110 (+20) | 110 (+20) | 10 (+3) | 11 |
|---|---|---|---|
| Total Interactions | Total Consumers | New Consumers | Average Interactions |

**Entries Per Week**

| This Week | 110 (+20) |
|---|---|
| Last Week | 80 (-10) |
| Two Weeks | 90 |

**CLICK HERE FOR THE FULL REPORT** ▶

## 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

## 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.

**Interaction detail**

# 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

# 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**

## Windhoek 100% Pure Beer SMS Line NCP

Interactions (2038485)  Average Interactions (19.78)  Unique Consumers (103070)  New Consumers (99.51) %

## Windhoek Man in a Million 2011

Interactions (457551)  Average Interactions (9.02)  Unique Consumers (50701)  New Consumers (100) %

## Daily Entries (Accumulated)

Windhoek 100% Pure Beer SMS Line NCP    Windhoek Live 100% NCP SMS Line (Nam)
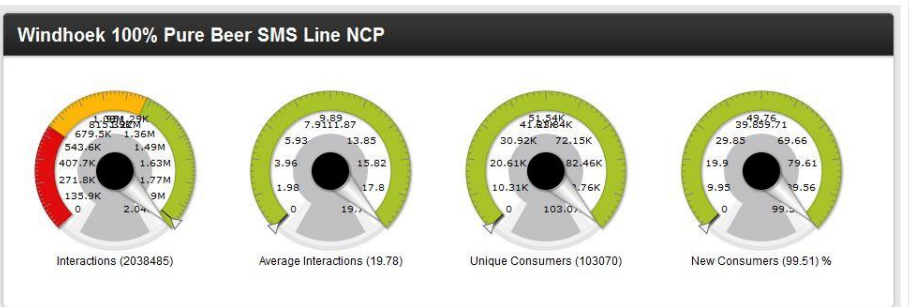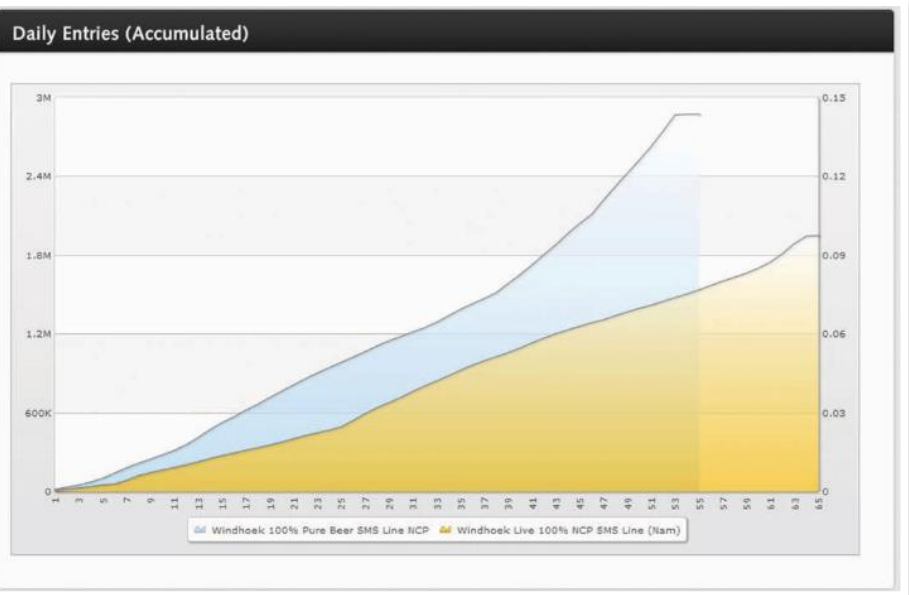
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# INTEGRATING GOOGLE ANALYTICS

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.
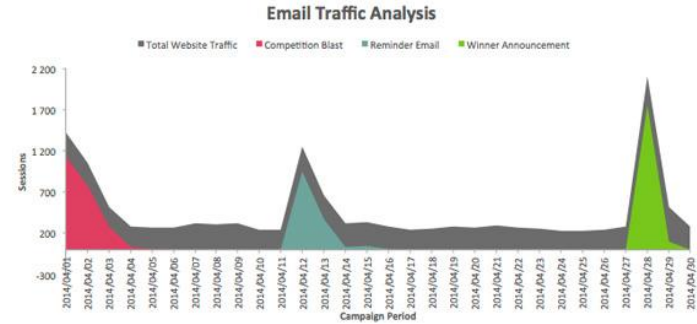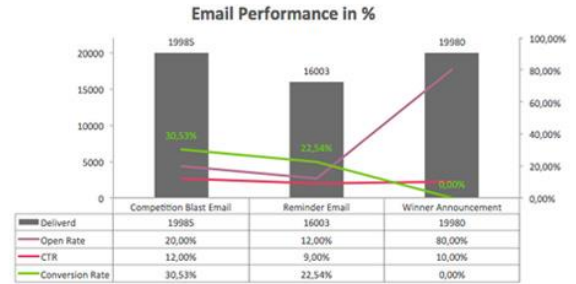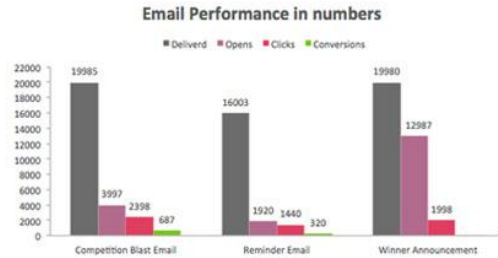
# INTEGRATING
# E-MAIL INSIGHTS

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
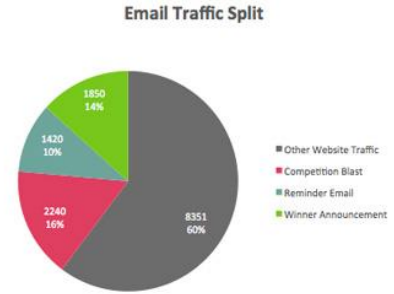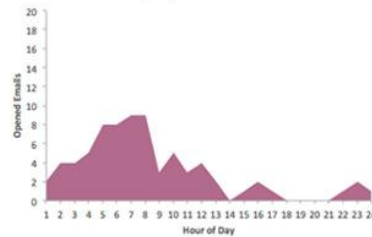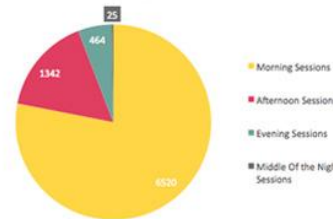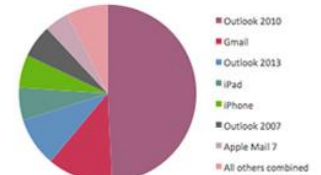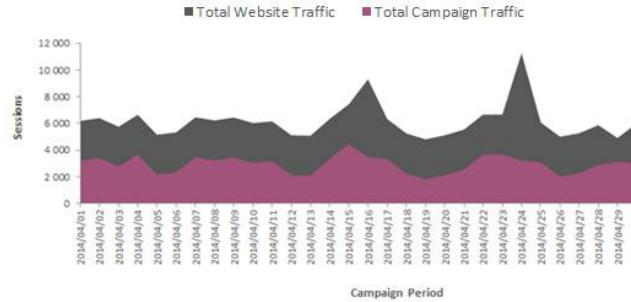
# PAY PER CLICK TRACKING

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
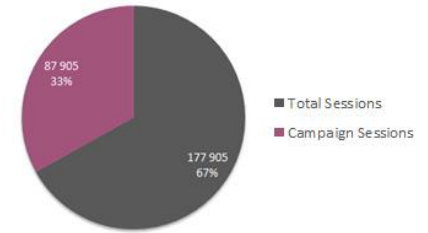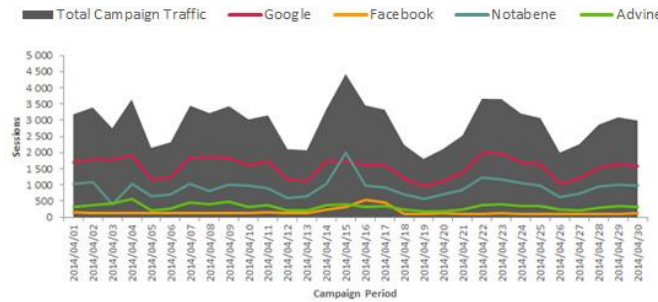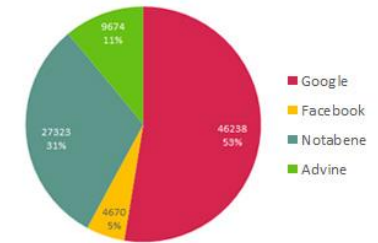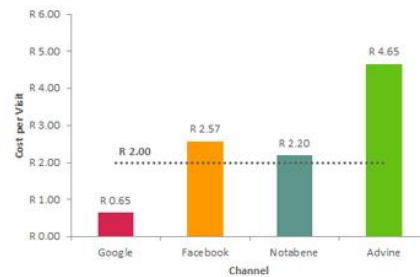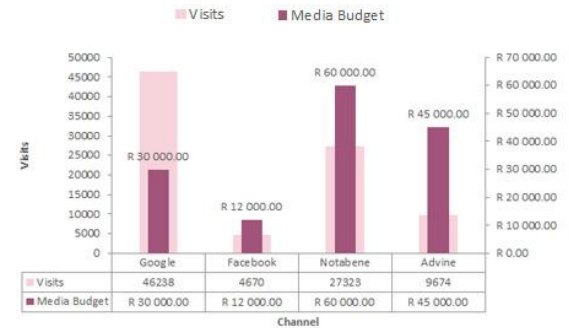
## STORING CAMPAIGN ASSETS...

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.



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