



# Daphne.dx

The most effective way of steering  
a media campaign



GfK Daphne.dx:

# the task

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## Classical approach to advertising tracking

- Ad hoc measurements
- Retrospective campaign analysis only
- Delayed feedback
- No actionable management info



## Why is GfK Daphne.dx different?

- Continuous, actionable management info
- NEW data: single source, cross media
- NEW analytic model: cross media analyses
- NEW time frame: real time information
- NEW online reporting formats



research

quantify

service

advertising

management

insights

media

crosstabs

respondent

ROI

campaign

strategic

experience

GfK Daphne

approach

benchmarks

electronics

brand

feedback

dashboard

tools

market

on-line

GfK Daphne.dx:

# main advantages at a glance

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## Fast & Easy Data Access

**Rapid data delivery** (from 48 hours)

### Online reporting

- Dashboards with KPIs for on-time media campaign steering.
- Toolbox to perform customized analyses.
- Merger of research results with second source data.
- Easy export

**Automatic creation of benchmarks.**

## Single Source

**Single source cross media data.**

### Integrated end-to-end tool:

no handovers, more accuracy, higher delivery speed.

**Banner tagging.**

## ROI of campaigns

**Media Contact Frequency Analysis** – defining the impact of media investments.

**Media channel effectiveness and synergy analyses.**

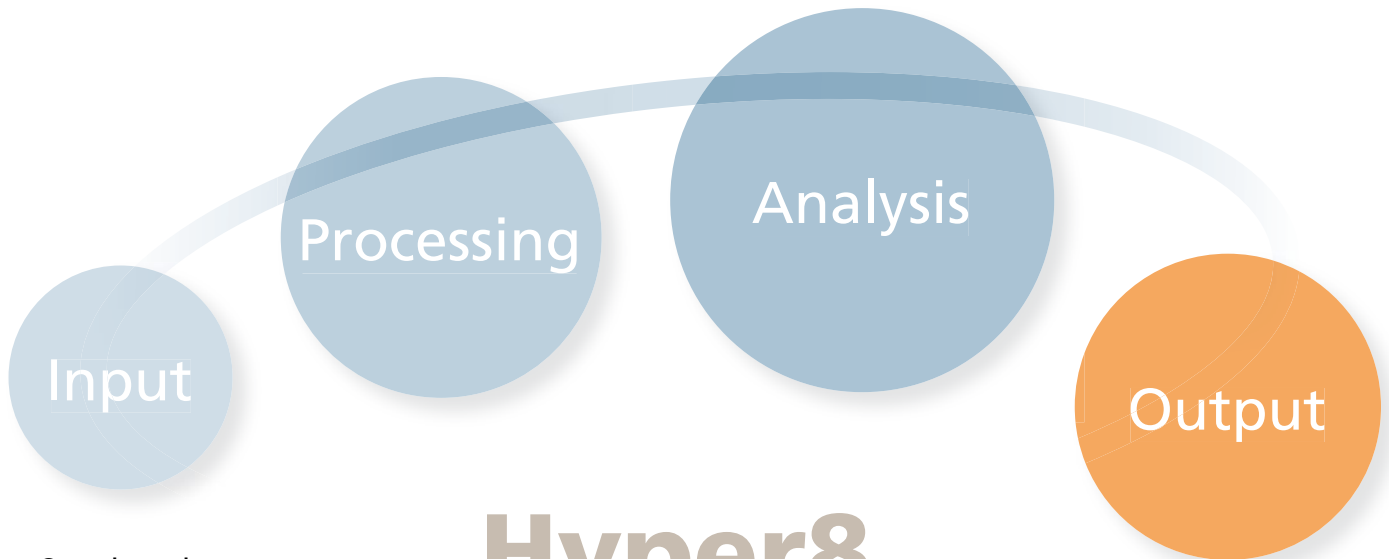
**Checking ROI of media campaigns.**

**Higher Return on Investment for YOUR Budget!**

Integrated Process:

# faster and better

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- Questionnaires
- Brand Utilities
- Household Panel
- External Panel
- Retail Panel
- Other sources

## Hyper8

Fewer handovers,  
more efficiency,  
faster delivery  
of results!

- PDF
- BSPSS
- XLS
- PPT



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