Campaign measurables

Business, Marketing

Campaign Measurables Advertising metrics measure the effectiveness of the implementation of an advertisingbudget. Advertisers make use of these metrics prior to commencement and after an advertising campaign. Such metrics act as a permanent record, for reference purposes, and aids advertisers in the decision making process in future campaigns. Gross Rating Points (GRP) and Impressions (IMPs) are Navigational Metrics (Tellis, 9). This means that they aid in the achievement of higher profitability through the provision of support towards the campaign programs. In explanation, the support involves the indication of the best performing advertising tactics and making the optimal choice on the tactic to use. The measure for the profitability is through an increased Return on Investment (ROI) and in marketing terms- Return on Marketing Investment (ROMI).

There are several differences between GRPs and IMPs. To begin with, GRPs is the frequency or the number of times an advertising campaign reaches its target audience. It measures the impact of the advertising campaign on its audience. The real measure of the impact is through the sales that a particular advertising campaign is able to make in relation to a given product. GRP is a percentage that results from the multiplication of the reached target audience and the exposure frequency. On the other hand, (IMPs) represent the exposure of a particular advertisement or commercial to persons within the target audience (Tellis, 21). It is measured in terms of cost incurred to reach a thousand people; Cost per Thousand (CPM) or the cost incurred to reach a certain percentage of the audience; Cost per Point (CPP).

The measure chosen by advertisers when pitching to clients is significant for the success of a campaign. It needs to be consistent with the annual goals of a campaign. This enables prior preparation in relation to the costs and the number of leads required for a campaign. Advertisers consider the ability of a given measure to hit the specific goals set (Tellis, 45). For instance, in the high profitability goals, the preferred measure needs to deliver a high Return on Investment in consideration of the overall budget. The chosen measure needs to focus on several prospects that ensure the achievement of optimum results. For instance, is should ensure a cost effective program through the conduction of a cost-benefit analysis. The benefits incurred when pitching to clients, needs to outweigh the costs incurred.

Acquisition rate is a measure of the increase or growth in sales from a given advertising campaign and is usually a percentage. It gives the relationship between the existing customers and new customers from a given advertising campaign. The rate measures the effectiveness of a company's marketing abilities in relation to the sales achieved. On the other hand, the Click through Rate is a measure of the online advertisements on the number of times potential customers click on an advertisement (Tellis, 47). The advertisers prefer to use the Acquisition rate in the determination of the customer's perspective on a given tangible advertisement and its effect on their purchasing patterns. In the contrary, they use the Click through rate in the determination of the online perspectives of customers in a given advertisement and make the necessary improvements.

Work cited

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