

Biz-Tech Software Pty Ltd

Helping businesses work more efficiently

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Overview Features

Overview helps you monitor efficiency of your marketing across multiple channels, better understand your audience and validate and optimize your marketing strategy

Campaigns Types You Can Monitor

- Direct Response TV (DR TV)
- Multi-channel Direct Response Campaigns
- TV and multi-channel Retail Campaigns

What You Can Learn

All media:

- Marketing mix – compare media channels
- best performing stations and publications
- best performing advertisement formats
- best advertisements, creative ideas
- when the effect of advertising wears out

TV, PayTV and Radio

- best days of week
- optimize daypart split
- find top performing programs and stations
- formulate R&F goals

Print:

- best publications
- positions within publications

Letterbox drops:

- Best days
- Best post codes

You will also see how competitive activity, pricing and other parameters affect your results and more.

Using Overview, you can navigate around your marketing campaign results and separate winning combinations of parameters (top performers), average results, and underperforming areas.

How Does Overview Help

1. Collates all available marketing information in a central database:
 - Your advertising data
 - Calls or enquiries
 - Sales
 - Website sessions
 - Competitor's activity
 - Awareness survey
 - your CRMs, service quality, promo data and more ...

We collect as much details as possible from each of these sources.

2. Organises the database:
 - Link sales, clicks, marketing and other activity to the corresponding brands, geography, date/time and others
Translates phone numbers and post codes into media coverage areas.
Incorporates list of Australian postcodes
 - Links sales, calls, clicks etc to marketing and advertising with the maximum accuracy available. Where you use tracking phone numbers, URLs, or ask questions, Overview can utilise this information to track the response to the advertising channel.
 - Put it in our system that can look at any combination of these data, at any level, display data as charts or tables

3. Provides various metrics to:
 - Separate and quantify short-, medium- and long-term effect of advertising
 - Locate best and worst performing media, programs, positions, creative executions
 - Better understand consumer response
 - Identifying opportunities in extra sales and cost savings

4. Ad-hoc query function helps interrogate the data any way you want: (analyst's delight)
 - Brings any parameters in any combination
 - Aggregates and filters data to any level
 - Seamlessly correlates data from various sources, even if they are tracked with different level of details
 - Drill-down, -up and -sideways to any level of details, including individual transactions.
 - Formula language makes complex database operations easy

- Correlation analysis built right into the formula language.
 - Save and re-use queries.
5. Special analyses:
We continue to work on advertising-specific analysis methodology to make Overview's reports more accurate and informative:
- Baseline analysis – separate the background response level from response generated by marketing. Assess performance of TV programs and publications based on the uplift they delivered.
 - Reach, TARP and Adstock calculation. Overview integrates with a gold-standard R&F engine to calculate TARPs, viewers, reach and frequency for any period, frequency, demographic and other parameters. For example, you can put side-by-side your sales, clicks, adstocks and reach distribution.

More Information And Demonstration

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