

Overview

Software for detailed analysis
of advertising campaigns:

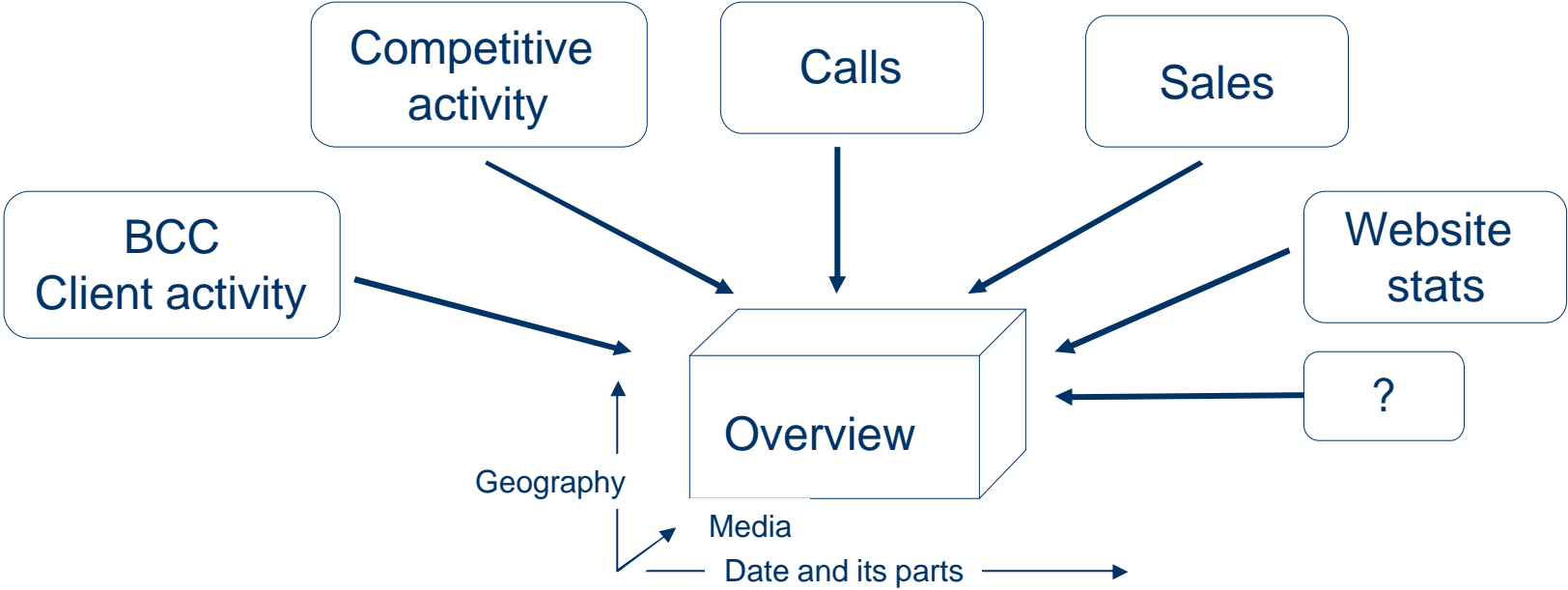
- Direct Response
- Retail



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Overview at a Glance



Overview integrates data from various sources and gives a multi-dimensional picture of your campaign

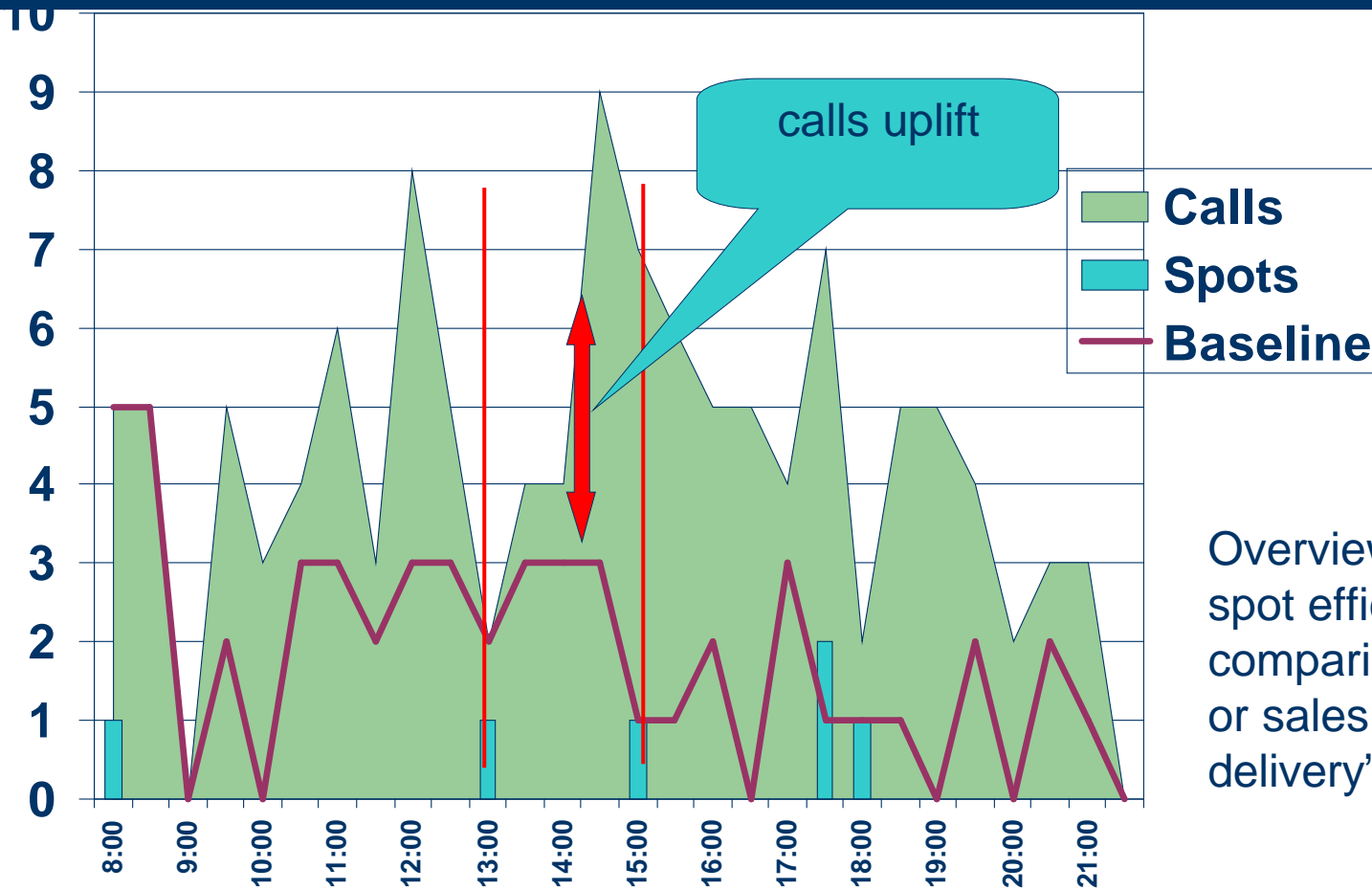
Overview Analytics

- Cost per response, sale, click
- Conversion rates
- Baseline sales and advertising uplift
- Best performing media, programs, strategies
- Caller and buyer profiling

DR TV

- Separating short-term effect (direct response) from long-term (baseline, brand building)
- When is the best time to advertise?
- Does peak advertising delivers responses next day?
- Which programs, genres, channels deliver best results?

Baseline and DR TV Impact



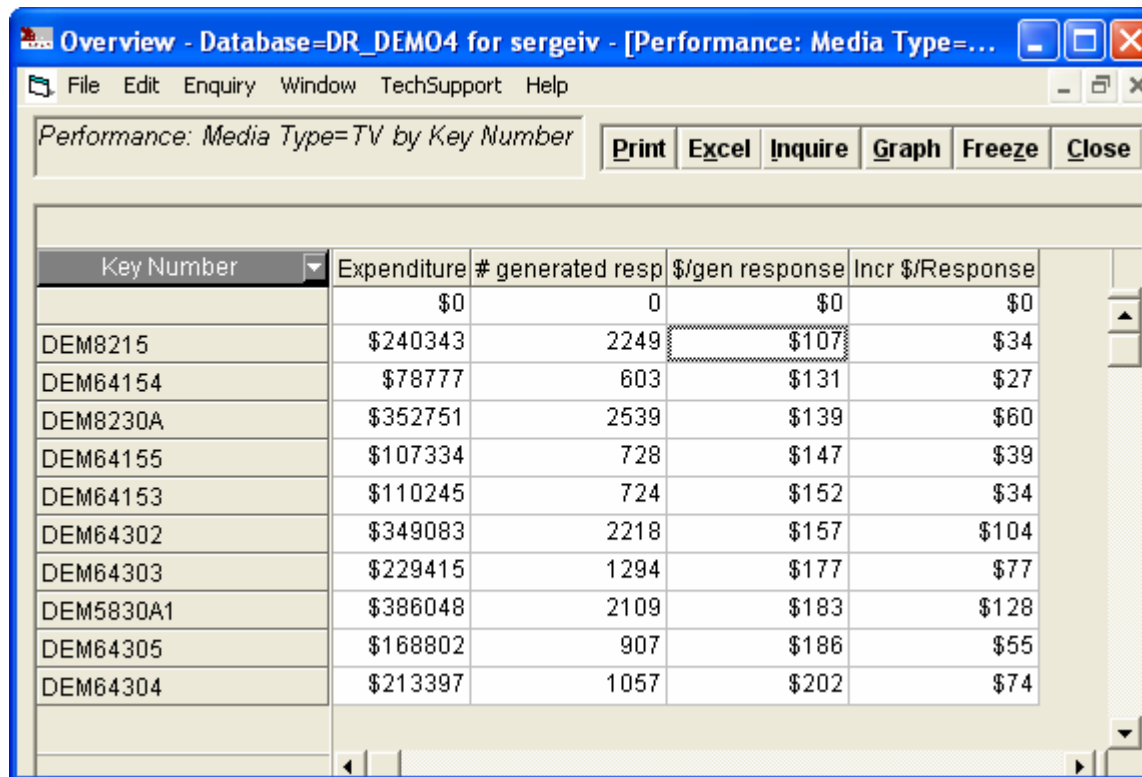
Overview calculates spot efficiency by comparing actual calls or sales to “natural delivery” baseline

Best Channels and Programs

Channel	Program	Expenditure	# Spots	# gens	Cost per gen response
7	Boston Public	\$808670	266	55263	\$5
	Midnight Zoo	\$220000	122	35881	\$2
	Line Of Fire	\$332790	95	73637	\$5
	City Guys	\$28240	46	33737	\$1
	Inter/Prior Program	\$282361	195	25654	\$11
	Heartbeat	\$26352	30	24110	\$1
	Movie: Time Served	\$59056	17	22653	\$3
	Movie: Rocky Marciano	\$48069	14		
	Movie: Love Is All There Is	\$59056	16		
	Movie: City of Ghosts	\$39700	15		
	Movie: Wishful Thinking	\$50687	16		
	Meet My Folks	\$25322	22		
	Movie: Possessed	\$22489	14		
	Jag	\$2232	11		
	The Jury	\$51803	18	14676	\$4
	The Practice	\$69185	44	14139	\$5
	Alias	\$36052	16	13507	\$3

After deducting baseline, Overview calculates response for each program, without bias towards peak response times!

Best Creative Executions



The screenshot shows a window titled "Overview - Database=DR_DEMO4 for sergeiv - [Performance: Media Type=...". The window contains a menu bar (File, Edit, Enquiry, Window, TechSupport, Help) and a toolbar with buttons for Print, Excel, Inquire, Graph, Freeze, and Close. Below the toolbar is a table with the following data:

Key Number	Expenditure	# generated resp	\$/gen response	Incr \$/Response
	\$0	0	\$0	\$0
DEM8215	\$240343	2249	\$107	\$34
DEM64154	\$78777	603	\$131	\$27
DEM8230A	\$352751	2539	\$139	\$60
DEM64155	\$107334	728	\$147	\$39
DEM64153	\$110245	724	\$152	\$34
DEM64302	\$349083	2218	\$157	\$104
DEM64303	\$229415	1294	\$177	\$77
DEM5830A1	\$386048	2109	\$183	\$128
DEM64305	\$168802	907	\$186	\$55
DEM64304	\$213397	1057	\$202	\$74

Multi-channel

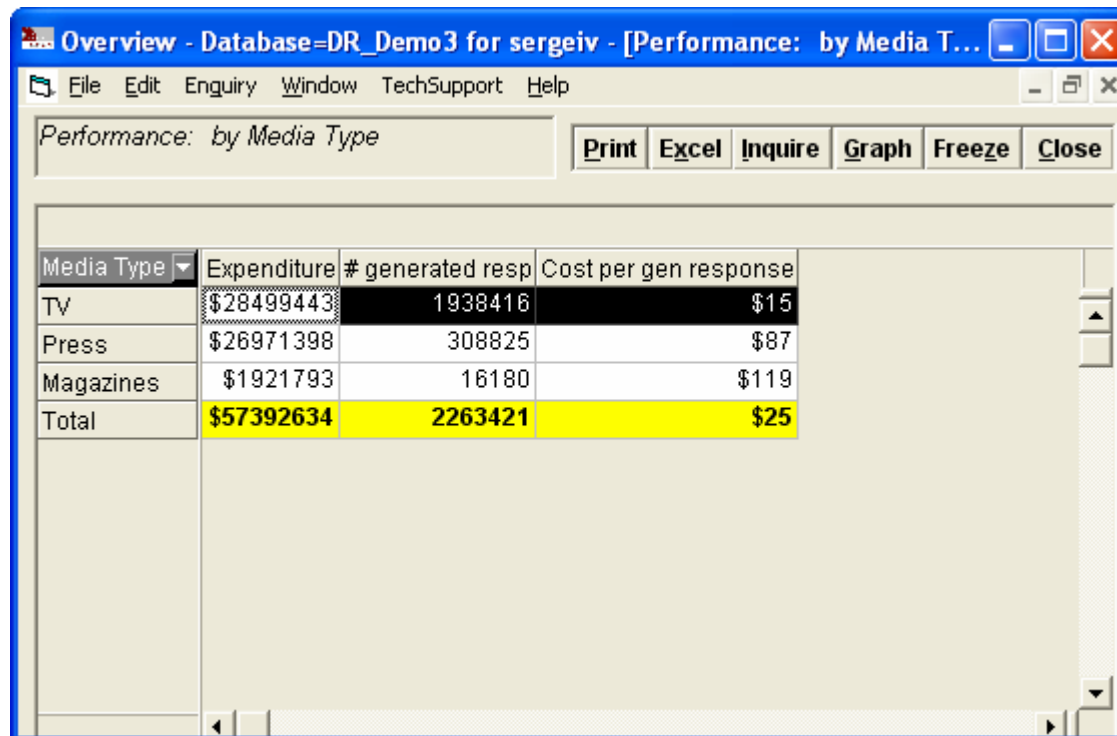
- Matching responses by timeline, geography, toll-free number or “claimed channel”
- Comparing performance of different channels, media, advertisements, positions
- When and where to advertise?

Channel Matching

Resp. source	Resp. source2	Media Type	Market	Medium	Key Number
1300 1111100	Internet	Internet	QLD	Nine MSN	
1300 1111101		Internet	Sydney	Nine MSN	
1300 1111102		Internet	NSW	Nine MSN	
1300 1111103		TV	Adelaide	ADS-10	
1300 1111104		TV	Adelaide		DEM1330€
1300 1111105		TV	Adelaide	NWS-9	
▶ 1300 1111106		DM	Adelaide		
1300 1111107		Pay TV	Adelaide		
1300 1111108		Outdoor	Adelaide		
1300 1111109		Other	Adelaide		

Match data by media type, publication, size and down to individual keynumber level.

Compare Channel Performance



Performance: by Media Type

Print Excel Inquire Graph Freeze Close

Media Type	Expenditure	# generated resp	Cost per gen response
TV	\$28499443	1938416	\$15
Press	\$26971398	308825	\$87
Magazines	\$1921793	16180	\$119
Total	\$57392634	2263421	\$25

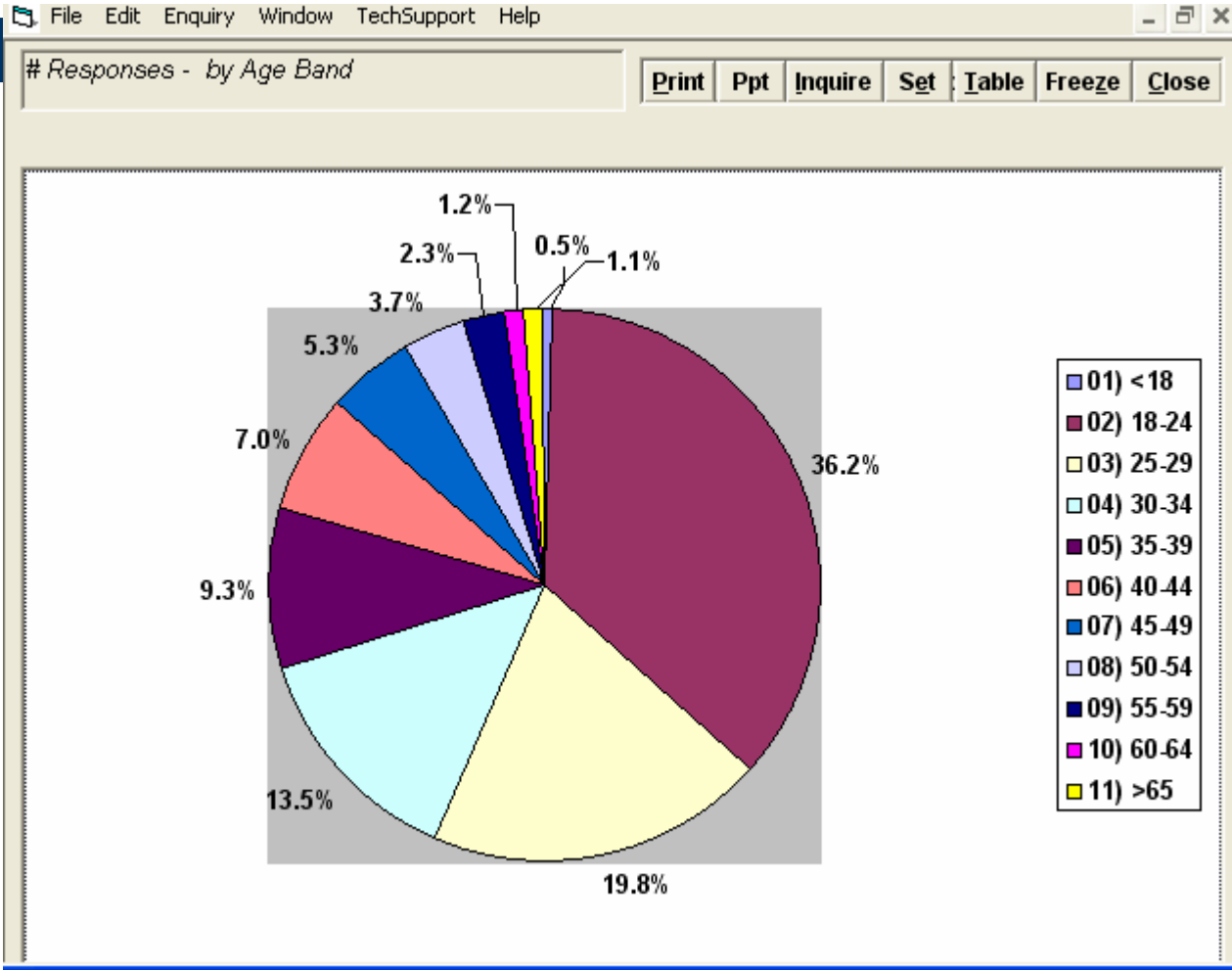
Using other data

The image shows two overlapping windows from a database query tool. The background window is titled "Overview - Database=DR_Demo4 for sergeiv - [Edit Enquiry]". It has a menu bar (File, Edit, Enquiry, Window, TechSupport, Help) and a toolbar with "Clear", "Save", and "Run" buttons. The main area shows a "Fields Displayed" section with a "Listing of:" dropdown set to "None". Below this is a list of fields with columns for "Name" and "Description". The foreground window is titled "Overview - Database=DR_Demo4 for sergeiv ...". It has a similar menu bar and toolbar with "Print", "Excel", "Inquire", "Graph", "Freeze", and "Close" buttons. The main area displays a data table with columns for "Day Part Code", "HalfHour", "# Visits", "TARP", and "# Responses".

Day Part Code	HalfHour	# Visits	TARP	# Responses
	05:00 - 05:29	1436	0	0
	05:30 - 05:59	1436	1	1
MORNING	06:00 - 06:29	2869	38	4
	06:30 - 06:59	2869	31	13
	07:00 - 07:29	2869	12	34
	07:30 - 07:59	2869	11	87

Ad-Hoc Query function lets you interrogate any data, in any combination

Caller Profiling



Helps better understand target audience and best prospects

Overview in Summary

- Combines database, statistical and media functionality.
- Accommodates any data that you can throw at it.
- Makes interrogation of the data easy.