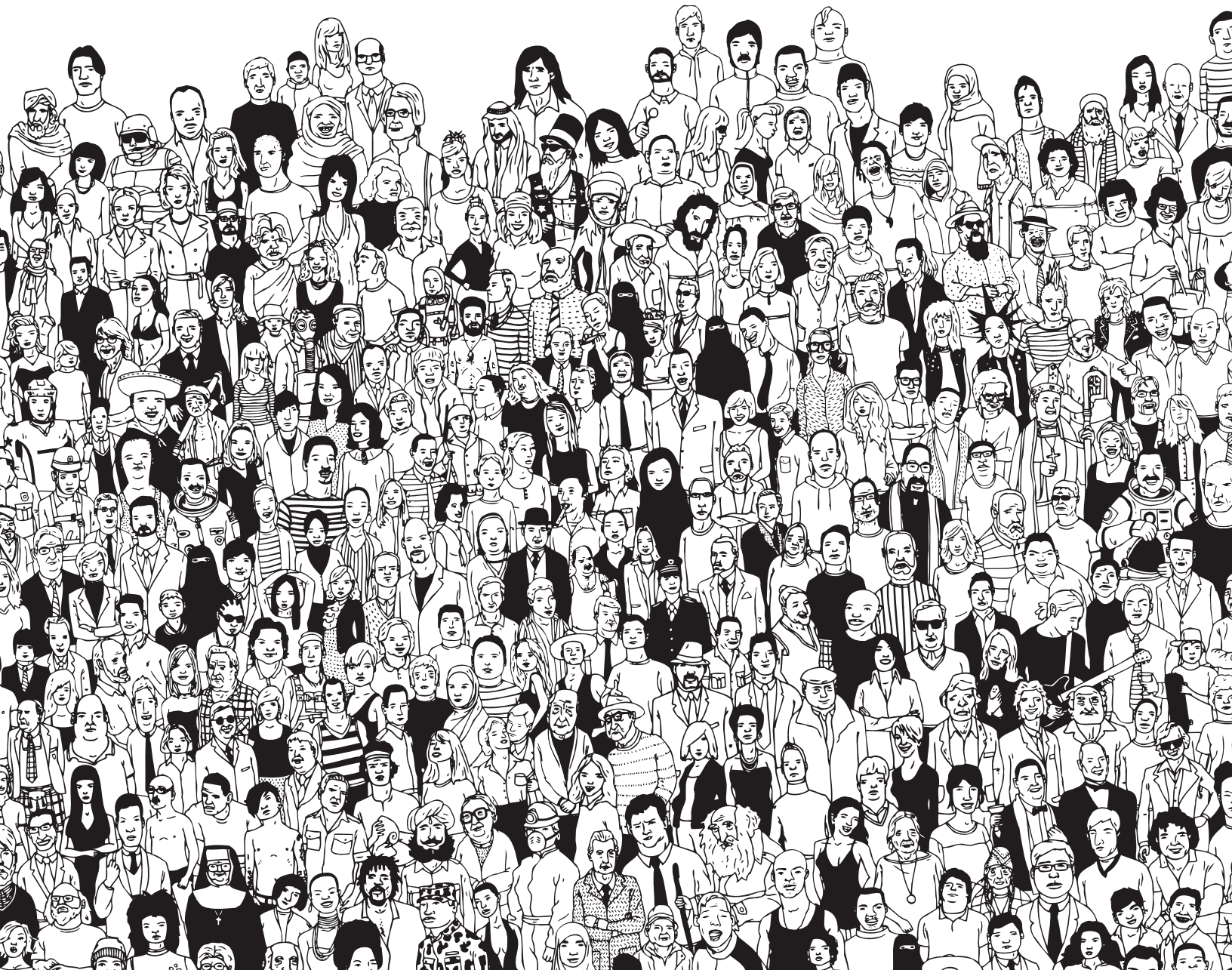
YouGov®
What the world thinks

PLAN AND TRACK SERVICE:

Connected Data to Drive Results



YOUGOV'S PLAN AND TRACK SERVICE

YouGov's Plan and Track Service helps clients understand and target key consumer segments, track the effectiveness of advertising, marketing and public relations strategies and campaigns, and measure brand perception on a continuous basis. Our Plan and Track Service facilitates collaboration among brands, media owners and agencies to help bring transparency and understanding to a challenging marketing and media landscape, and to help brands grow.

HOW DO WE DO IT?

The cube, our global database, is our competitive advantage. We're constantly capturing large amounts of data from millions of individuals who are members of our global proprietary panel. Using the tools included in our Plan and Track Service, our clients are able to access this data and use it to create, target and evaluate their campaigns, and continually monitor public perceptions to address any issue swiftly.

Our plan and track data tools, Profiles & BrandIndex, specialize in audience analysis, campaign effectiveness and brand health monitoring. YouGov Profiles taps into thousands of variables on consumers, including brand usage and perception, hobbies and interests, and media and social media consumption, providing marketers a more detailed portrait of consumers. YouGov BrandIndex continually monitors brand fundamentals including brand awareness, brand health, consideration, purchase intent, and customer satisfaction.

Together these data product tools enable brands to target their ideal audience to optimize campaigns, evaluate effectiveness, and improve their strategies to drive growth.

PLAN

Planning a campaign requires setting a goal, selecting an audience accordingly, and determining the best way to target that audience.

We assist in understanding how your brand is perceived across a wide range of variables and consumer segments, which can be instrumental in setting relevant goals while helping you to reinforce brand strengths and address brand weaknesses. Our ground breaking connected data set for audience profiling and segmentation enables you to find and engage the best audience to help you reach your goal.

Brands and agencies leverage our connected data to build relationships with new customers, reengage former ones, and remain ever-present and relevant with current buyers. Clients are able to identify and analyze their target audiences across multi-channel data sets from a single source.

By leveraging the YouGov Cube, clients are able to define segments and understand consumer segments along:

- Demographics and lifestyle
- Website usage and behavior
- Television viewing habits at the program level
- Values and beliefs that drive behavior
- Usage and perception data for 1,630+ brands
- Ratings for thousands of personalities, films, music preferences, and much more

This rich data can help to select a campaign goal based on which product or brand health metrics need support or to analyze a campaign in progress. The results can then be leveraged to plan and improve future campaigns. The below table shows how a key consumer segment scores a brand on key performance metrics. The below data suggests that this audience is significantly more likely than the general population to be aware of a brand but not necessarily to consider purchase, making it a potential target for a newly designed consideration campaign.

	Index*	Z score**
Brand Awareness, Brand 1	**105**	**13.00**
Ad Awareness, Brand 1	**106**	**1.89**
Consideration, Brand 1	**101**	**1.32**

The index score compares target audience perception against nat rep perception. An index score over 100 indicates that the target audience is more likely than the nat rep audience to exhibit a given characteristic. For example, an index score of 105 means that the target audience is 5% more likely to have that characteristic than nat rep.

****A high z score shows statistical significance based on the difference in scores between the two samples while taking into account the coverage of each variable. A z score of >2 or < -2 is the threshold for statistical significance at the 95% confidence interval.***

TRACK

How do you know if your campaign goal has been met? Determining a campaign's value requires understanding what worked and what didn't, helping you produce an even stronger campaign next time.

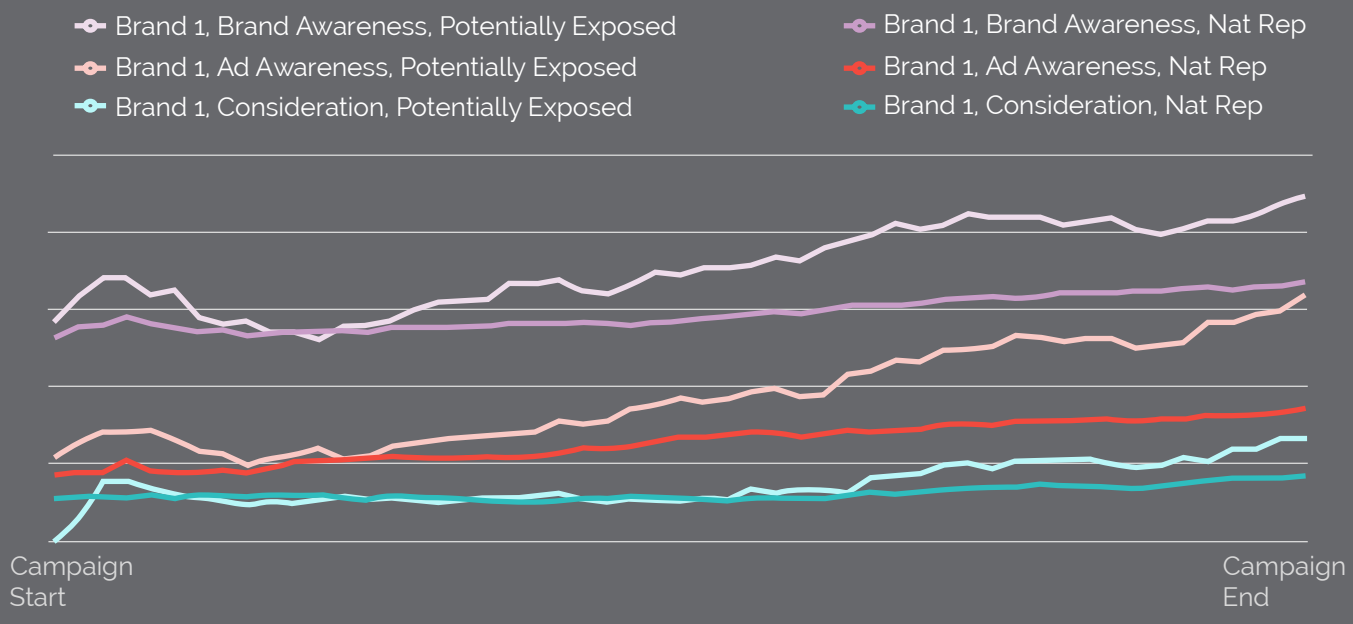
Our flagship brand intelligence service informs clients what the world thinks of their brands and competitors at any given moment, allowing them to track changes in perception during and following a campaign and alerting them of any unexpected changes that could reflect brand crises.

Brands and agencies utilize our data products to monitor and understand public attitudes toward their brand and to track changes coinciding with media, advertising, and public relations efforts. This allows clients to comprehensively track overall brand health, consumer awareness, and perception.

Data is updated daily and is instantly available to clients, allowing them to track performance on 16 metrics. The brand metrics include:

- Brand Awareness
- Ad Awareness
- Word of Mouth
- Buzz
- Attention
- Index
- Impression
- Quality
- Value
- Intent
- Satisfaction
- Reputation
- Current Customer
- Former Customer
- Consideration
- Recommendation

Understanding how a campaign performed can demonstrate the value of advertising, marketing, and media, and increase a company's value to its clients. The below graph shows the evolution of a campaign's brand awareness, ad awareness, and consideration metrics for those consumers who viewed the TV programs associated with the campaign during the campaign period. The results revealed that while the potentially exposed audience and the general population had similar scores on the key metrics at the beginning of the campaign, the potentially exposed audience scored higher across all three metrics over the course of the campaign. The client was not only able to demonstrate advertising ROI, but can also apply the findings towards future campaigns.



HOW CAN PLAN AND TRACK WORK FOR YOU?

Utilizing the YouGov cube and applying our data tools allows you to better understand and target your current customer base, ideal consumers for conversion, and competitors' clients who might be open to trialing your product or service. Our data can help you understand how your advertising and marketing investments are impacting consumer perception of your brand and help you improve their perceptions.

Understanding these audiences and their perceptions together provides a foundation for building a campaign whether you're targeting a single key audience segment or multiple segments. During and following a campaign, these tools can track success in terms of brand perception and specific audience reach. Understanding the outcome of a campaign leads to more effective future campaigns and growth for your brand.

Beyond campaigns, these tools provide insight into consumer preferences that can be applied to product development decisions. Additionally, the plan and track data tools can be used reactively to respond to a crisis and manage perception or preventatively to avoid actions that might lead to a public backlash.

Whether planning a campaign, mitigating an issue, or developing new products, the data gathered through YouGov's Plan & Track Service will help you plan your strategy and track its success.

For more information, visit YouGov.se/Find-Solutions

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Interested in taking advantage of our Plan and Track Service?
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