

GfK EVOGENIUS ADVERTISING



INTELLIGENT MEDIA PLANNING

GfK Evogenius Advertising is a state-of-the-art media planning tool designed specifically for media buyers and planners who need instant access to TV audience research for effective campaign planning.

Forecast

The forecasting module uses past data to predict TV viewing behavior. Flexible settings let you adjust the data according to changes in the market on current and emerging viewing trends.

Plan

GfK Evogenius Advertising is a powerful planning tool that media planners rely on to meet their client's campaign objectives. Using its automatic optimization, media plans can be created, tested and refined to ensure they meet client targets, benchmarks and other KPIs. At the top line level the software estimates a campaign's expected performance and cost. At the detailed level it creates the media plan including the recommended commercial breaks. The easy-to-use system allows for performance-based and content-based booking.

Track

GfK Evogenius Advertising provides a real-time overview of on-air campaigns through its automated update process. The progress of campaigns and target compliance can be monitored during broadcasts. The software has been designed so you can compare actual results with the campaign's objectives at any stage of the planning process. It gives you all the information you need to create the best strategy.

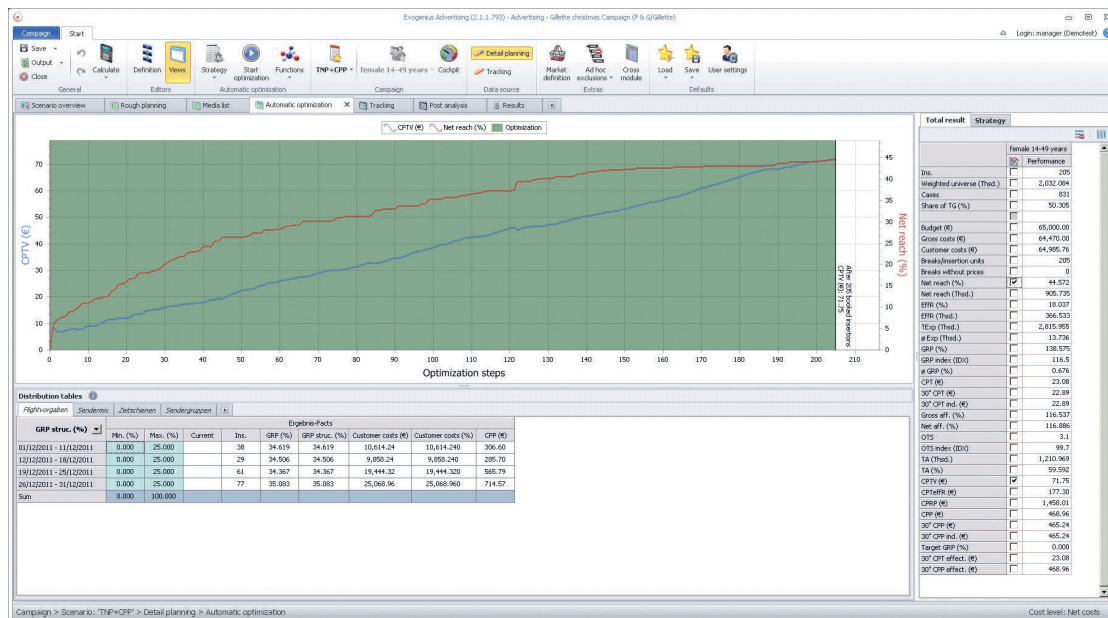
Report

GfK Evogenius Advertising provides powerful reporting capabilities. Whatever you need to know, all questions about the performance

and efficiency of your client's campaigns can be answered using the drag & drop reports. The system is designed to connect with other tools to exchange booking content.

Customer support available when you need it

Hundreds of users rely on GfK Evogenius Advertising as their campaign planning tool of choice. Our customer service team provides expert support from consulting, to technical advice and trouble shooting. So whatever your question and wherever you are based – from Brazil, to Europe, to the Lebanon – we have the expertise to help you when you need it.



Example: GfK Evogenius Advertising automated optimization

WANT TO FIND OUT MORE?

Please contact us
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or visit
www.gfk.com/evogenius

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