GfK

GfK EVOGENIUS REPORTING

ANALYZE AND EVALUATE MEDIA USAGE

GfK Evogenius Reporting is a sophisticated software tool developed specifically to process, analyze and evaluate quantitative media usage data. At its heart is customization, allowing users to define their own data sets, evaluations and visualization. Designed for media usage data such as TV and radio, the system offers many thematic and technical innovations.

Customize reporting to get straight to the information you need

GfK Evogenius Reporting delivers an intuitive and flexible interface that offers multiple ways to analyze data without having to switch screens. The system has been designed around users so that all the information they need can be accessed quickly and easily in one place. Key benefits of the system enable users to:
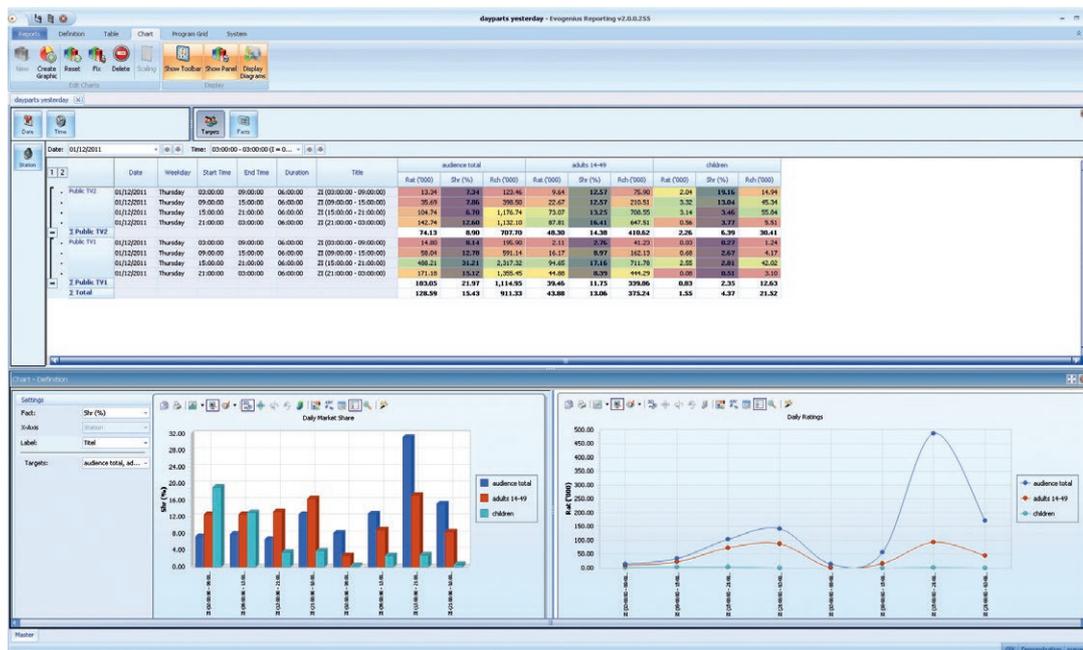
» Customize your own settings, default definitions and parameters

» Define separate listings and summaries in one view

» Perform broadcast-based and interval-based evaluations

» Access minute-by-minute and spot performance reports

» Analyze trend data using conditional formatting

» Keep abreast of competitors activities

» Choose from multiple data visualization options

» Create scheduled and ad hoc evaluations

» Export results into multiple formats

» Publish outputs using Evogenius Web

» Assign access and responsibilities to specific users and user groups.

Intuitive interface

GfK Evogenius Reporting is designed for a wide range of users including media researchers, media agencies, marketers, strategic planners, TV and radio station managers. Whatever their level of familiarity with media usage data, everyone can use Evogenius' intuitive interface to get straight to the information they need. And because it is based on open data structures and interface, it is designed to work in harmony with other systems and software tools.

Customer support available when you need it

Hundreds of users rely on GfK Evogenius Reporting as their analysis 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 Reporting result table with graphics

WANT TO FIND OUT MORE?

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

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