CRM & THE IMPORTANCE OF PRIVATE TRAFFIC

CRM与私域流量的重要性

An R3 Report

MARKETERS SHIFT TOWARD MORE INTENSIVE, GROUND-LEVEL MARKETING TACTICS

While China has been steps ahead in many areas of marketing (i.e., social, mobile, O2O, payments), Customer Relationship Management (CRM) and the use of data and analytics in targeted customer engagement and retention are areas that have room to develop. After years of rapid, expansive growth by brands in China, marketers are now looking for ways to extract even greater value from their hard-earned customer pools.

This trend towards CRM represents a shift in tactics toward more intensive, ground-level marketing. It also mirrors an increased interest globally on connecting first-person data with more targeted marketing and messaging.

In this report, we look at how brands can increase their Private Domain Traffic and the role that micro-influencers and customer service play in growing brand-owned data pools.

市场主转向更为集中、更底层的营销策略

虽然中国在许多营销领域（如社交、移动、O2O、支付）已经领先一步，但在客户关系管理（CRM）以及在客户互动参与度与保有度的相关数据使用与分析，仍有一定的提升空间。各品牌在经历了多年在中国的快速扩张后，市场主现在正在寻找方法，从长久以来积淀的客户群中挖掘出更大的个体价值。这种对客户关系管理需求提升的趋势，也从另一方面显示了市场主在其整体营销战略上的策略迁移，即转向更为集中、更底层的营销。这也反映了全球范围内，对于将一方数据运用在整合营销及营销信息传递的使用上，有了更高的期待与实操需求。

本报告中，胜三管理咨询进一步研究了品牌如何提升其于私域流量的使用及价值，KOC和自有客服如何提升一方数据池及丰富相关数据标签。

CULTIVATING OWNED COMMUNITIES FOR GREATER ENGAGEMENT

培养自有社区，提高用户参与度

Private domain traffic (also referred to as private-controlled flow or private channel traffic) refers to users already connected to a brand through a social account, a common forum or registered into a brand's Loyalty/CRM program.

Brands looking to tap into private domain traffic are building owned social communities with select groups of engaged, loyal customers and bringing them into invitation-only groups, forums on social platforms such as WeChat and Weibo. Alternatively, where other contact details are provided, brands are sending these groups exclusive offers (as direct messages on Tmall or SMS). By concentrating more attention on these select, private groups, a brand can develop greater engagement and affinity and activate more repeat purchases.

私域流量池指的是通过社交平台、公共论坛或自主在品牌的官方渠道注册的用户。
私域流量池也可以被简单理解为，已经留存于品牌CRM系统内的消费者。

品牌通过互动分级制来定位不同用户的忠诚度，并将他们输送并绑定到不同级别的微信/微博私域群组中。与此同时，因为已经获得了此类消费者的具体信息，因此也可以提供更针对性的独家优惠（如短信或淘宝1对1私信）。通过将更多的注意力集中在这些精选的私域组群，品牌可以提高参与度和亲和力，并刺激更多的重复购买。
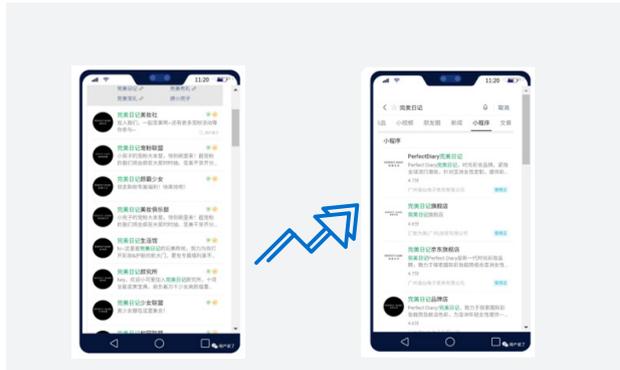
THE VALUE OF PRIVATE TRAFFIC
## 私域流量的价值

CONTEXTUAL TARGETING

User tags can be classified and managed, so that the content can be distributed in a more accurate and targeted manner. "Noise" received by users can be reduced. There are two main aspects of classifying users and distributing them in a targeted way, their WeChat official account and mini-program matrix.

Using an official account and mini-programs with different themes, properties and functions, brands can classify users and adjust content and features that align with each group's interest.

RETARGETING

Private traffic enables brands to increase user retention and stimulate repurchase. The focus for marketers is to stimulate old users to buy more and cultivate their own loyal users, and carry out cross-selling, recommending relevant and possibly needed new products to existing users.
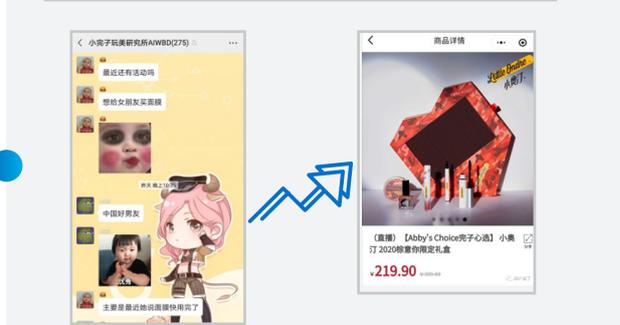
A sales consultant asks connections to buy more products, directing them to e-commerce platforms.

EXTERNAL TARGETING

This is achieved by interaction and fission between users. A common example is "sharing and receiving coupons which can be obtained by both parties." The invitee adds a new user to the brand ecosystem, and sets them on the path-to-purchase.

Coupons are a popular way for brands to initiate external targetin, growing the strength of their connection to intimate groups.

内容定向

可以对用户标签进行分类和管理，从而使内容能够以更准确、更有针对性的方式传播。用户收到的 "噪音 "可以减少。对用户进行分类并有针对性地进行分发主要有两个方面，微信公众号和小程序矩阵。

重新定向

私域流量使品牌能够提高用户保有率并刺激回购。市场主的重点在于刺激老用户购买更多的东西，培养自己的忠实用户，并进行交叉销售，向现有用户推荐相关的、可能需要的新产品。

外部定向

这是由用户之间的互动和裂变实现的。一个常见的例子是 "分享和接受方皆可获得优惠券"。被邀请者在品牌生态系统中增加了一个新的用户，并使他们走上了购买的道路。

KEY OPINION CONSUMERS
& THE POWER OF SOCIAL SELLING
KOC及社交型销售的力量

The concept of private traffic often involves the use of KOCs (Key Opinion Consumers). KOCs are individuals who belong to an interest group or community on social platforms like WeChat, Weibo, Tmall or Zhihu, where interests, products and brands are being discussed. These influential consumers are conscripted by brands to sell and advocate on behalf of products. They help seed products into communities and groups they are part of (namely on WeChat) and encourage group purchases.

These types of micro-influencers (power-buyers) have always existed online in China. Group buying and user-get-user incentive schemes have long been an important part of generating sales for brands. In recent years, the direct-selling platform Pinduoduo has dramatically impacted the expectations for user-get-user, social selling.

The goal in working with KOCs is to identify people who are already authentically talking about your products, and find ways to further incentivize and support them. The aim is to transform the casual buyer into a more vigorous advocate for your brand.

Ultimately, activities centered around private domain traffic need to be put into perspective. As bottom-of-funnel activities, they should occupy a modest amount of attention. Unless that brand has a very full funnel, these activities will quickly reach their limit.

私域流量的概念往往涉及到KOC（关键意见消费者）的参与。KOC是指在微信、微博、淘宝或知乎等社交平台上，讨论兴趣爱好，品牌，产品的个人用户。品牌试图通过与其产生关联，并利用他们的影响力，去影响更广大的群众，进而达成新产品/品牌的宣传和销售目的。

其实如今的KOC – 也就是本身兼具一定的消费能力及影响能力的消费者，自互联网时期就存在着。长期以来，团购和用户裂变的激励计划，一直是为品牌提高销售业绩的重要组成部分。近年来，直销平台拼多多极大地影响了人们对用户裂变和社交型销售的认知。

与KOC合作的目标是确定那些已经在认真谈论你产品的人，并找到进一步激励和支持他们的方法。其目的是将一般买家转变为品牌更有力的倡导者。

归根结底，品牌也需要对以私域流量为中心的营销活动进行分析。作为营销末端的手段，它们应占据适当的注意力。除非品牌本身拥有完整的营销及销售模型，否则单纯的私域营销就将耗尽品牌内部资源与人力。

WHAT MAKES A KOC STRATEGY ATTRACTIVE FOR BRANDS?

KOC营销策略的吸引力在哪里?

The current variant of social selling using KOCs is interesting for how brands are directly and deeply involved. Numerous market and industry factors look to elevate this approach in overall marketing strategies.

- There is a growing need to prioritize short-term sales results over more extensive branding strategies.

- There is the observation that with platforms like Pinduoduo, social selling is powerful.

- Frustrations that working with larger KOLs do not generate real sales impact.

- The success that brands have had with Mini Programs in producing sales results.

- The improved customer targeting, CRM, and data systems provided by platforms.

目前利用KOC进行社交型销售的变体十分有趣，因为品牌直接并深入地参与其中。众多的市场和行业因素都希望在整个营销战略中提升这种方法。

- 市场主被动将更多注意力投放到短期销售结果上，相对削弱了对于品牌战略的关注与规划。

- 据观察，在拼多多这样的平台上，社交销售十分强大。

- 与KOL的合作并没有产生真正的销售影响，因而带来的失落。

- 品牌在小程序上的取得的成功，即带来的直接销售成果。

- 不断提升的平台算法，以提供更精准的消费者画像，行为数据定位等以支持营销战役。

Brands have a clearer picture of the modern shopper thanks to consumer data across digital footprints

In the past, retailers didn't have a clear picture of consumer preferences. Consumer segments were ambigiously grouped by historical data in terms of age, gender, income level, etc.

With holistic data analytics of individuals, retailers can now push their marketing feeds to targeted shoppers and groups, based on lifestyle, interest, family status, etc.

Why buying?
What to buy?
Where to buy?

CHINESE CONSUMERS

Fulfill basic needs
Improve quality of life
Enjoy shopping excitement/discounts
Recommended by KOL/KOC
Show uniqueness

Functional goods
Value for money
Personalized items
Luxury goods
Stores backed by retail technology

Traditional physical stores
TV shopping ads
Authentic goods
Private labels
Group buying platforms

E-commerce marketplaces
Imported goods
Branded goods
KOL/KOC livestreaming platforms

Brands' official online platforms
Social commerce platforms
Gaming entertainment platforms

Source: Web2Asia

AUDIENCE SEGMENTATION STRATEGY
CREATING ALIGNMENT FROM KOLS, COMMUNITY GROUPS, KOCS THRU TO CUSTOMERS
受众细分策略

Brands are starting to give the selection of KOLs more consideration based on detailed information around interests and style (on Chinese social media, these groups are called "Quancengs"). These groups can be mapped out to show how they fit together, how large each group is, and the nuances of each group per social channel.

Brands need to take this detailed process and apply it to the audiences within their CRM and followers on social. The alignment from KOL to content to social to customer/audiences reduces friction and signals to the audience that they are where they belong – at every point of the consumer journey.

For brands still struggling to stand out in China's competitive market, this analysis is also a very useful way of sizing specific audience groups and perhaps, making a commitment to 'own' a group/sub-culture.

建立从KOL、社区团体、KOC直到客户的一致性

品牌方开始更多地考虑根据兴趣和风格的详细信息来选择KOL（在中国的社交媒体上，这些群体被称为 "圈层"）。这些群体可以被绘制出来，以显示出他们是如何结合在一起的，每个群体有多大，以及每个社会渠道中每个圈层的细微差别。

品牌需要利用这个详细的过程，并将其应用于客户关系管理中的受众和社会媒体上的粉丝。从KOL到内容到社交媒体到客户/受众的一致性可以减少摩擦，并在消费者旅程的每个阶段上向受众发出信号，表明他们属于哪里。

对于还在为在中国竞争激烈的市场中脱颖而出，而努力的品牌来说，这种分析也是一种非常有用的方式，可以对特定的受众群体进行评估，甚至可以投身 "拥有" 一个群体或亚文化。

STREETSTYLE

REBELLIOUS

SKATER

GOTH/PUNK
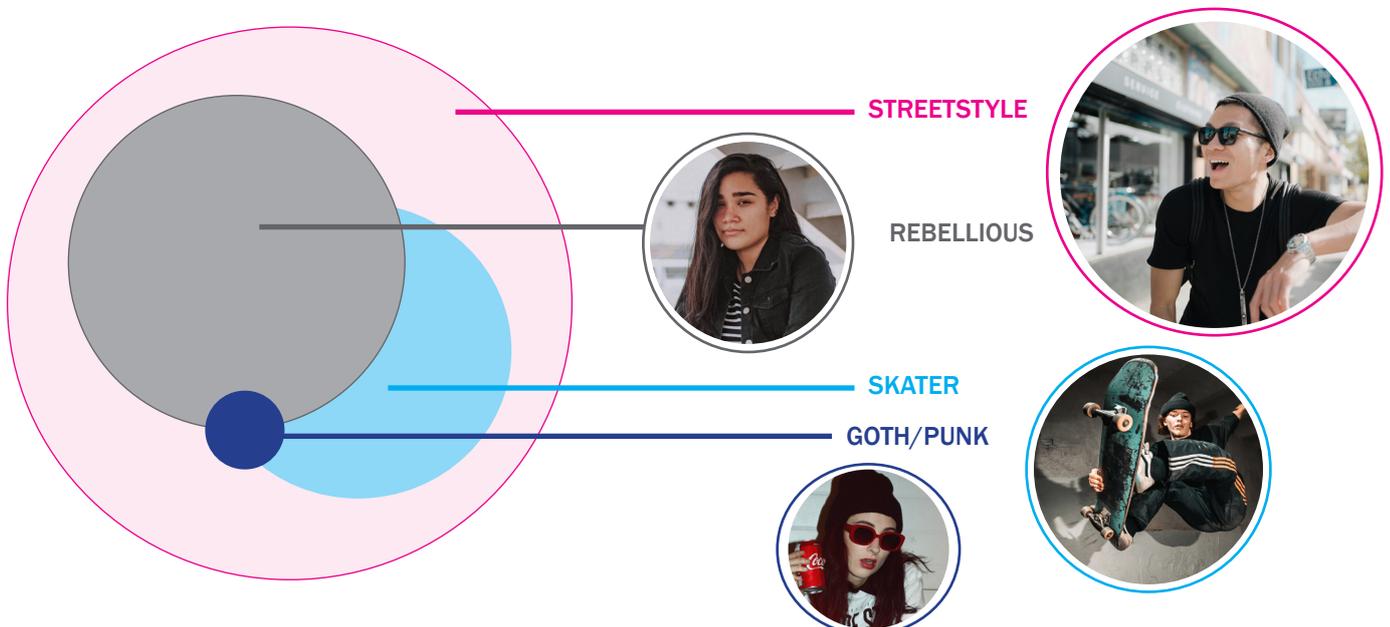
MINI-PROGRAMS AS A GATEWAY TO RICHER CUSTOMER DATA POOLS

小程序——迈向更丰富客户数据池途径

Brands are looking to gain more direct control over customer data and wrest back some power from large platforms that have a near-monopoly on customer data and insights. The quest for more control over customer data by brands can also be evidenced by the increased number of mini-programs across a wider array of networks/platforms, and attempts by brands to connect these numerous mini-programs into a singular view, pulling data from all channels into a consolidated 'data lake.'

Brands need to increase the Lifetime Value (LTV) they see from customers

Brand loyalty in China has been notoriously low. As the cost of customer acquisition rises, brands need to increase the LTV they see from customers, and therefore are turning to these tactics.

Trust and other risk factors

Wavering brand trust remains a challenge. Unpredictable external risk factors encourage an interest in a more exclusive, private approach where information is distributed directly from brand to consumer. For global brands which might fear miscommunications or public gaffes, private channels would seem to represent a safer path.

品牌方希望能够更直接地掌控客户数据，并从近乎垄断消费者数据及相关行为数据的大型平台手中夺回一些权力。小程序数量的激增，也能从侧面论证这一观点。同时，品牌也希望借此将众多的小程序连接到同一个网络内，将所有渠道的数据拉到一个综合的 "数据池"

品牌需要提高他们从客户那里看到的顾客终身价值(LTV)

众所周知，在中国，消费者对品牌的忠诚度一直很低。随着客户获取的成本上升，品牌需要提升消费者的客户终生价值(LTV)，使用这些策略以获得更多的客户。

信任及众多风险因素

品牌信任摇摆不定仍然是一个挑战。不可预测的外部风险因素促使人们对一种更加专属的、私人的方式更感兴趣，在这种方式下，信息直接从品牌传播到消费者。对于那些可能担心沟通不畅或公开失误的全球品牌来说，私人渠道似乎代表了一条更为安全的道路。

MAKING CUSTOMER CARE A PRIORITY ISSUE

将客户关怀作为优先议题

Customers of high-involvement categories – such as, beauty, travel, fashion, automotive, and insurance – require high-quality knowledge and information. This is especially true as consumers become more cautious about new purchases in a tight market.

Personalized messages on WeChat, video product demos from knowledgeable sales staff, as well as 1-to-1 consultations are becoming mission-critical activities. All of these activities must be backed up with robust CRM systems and audience segmentation capabilities.

HARNESSING PRODUCT & BRAND KNOWLEDGE

Brands should consider implementing more customer-first strategies, with well-trained, knowledgeable staff at key points-of-purchase. In addition to selling and supporting direct customer needs, these representatives can also create product videos, share images, and handle direct chat with important customer groups as part of a higher-value social CRM solution.

This high-touch, high-quality approach can be supplemented with the addition of auto-mation/AI and chat (bots) to create a more scalable social CRM program. One benefits of this kind of solution would be in having more content and discussions with customers that are directly controlled by the brand - rather than outsourcing these important interactions to influencers/KOLs.

利用产品和品牌知识

品牌方应该考虑实施更多客户至上的策略，在关键的购买点配备训练有素、知识丰富的员工。除了销售和支持客户的直接需求以外，这些员工作为更高价值的CRM解决方案的一部分，还可以制作产品视频、分享图片、并处理与重要客户群体的直接聊天。

这种高接触、高质量的方法可以通过增加自动化/人工智能和聊天（机器人）来补充，以创建一个更可量化的CRM计划。这种解决方案的一个好处是可以拥有更多由品牌直接控制的内容和与客户之间的讨论，而非将这些重要的互动外包给网红/KOL。

Perfect Dairy, the DTC beauty brand, has recruited Beauty Advisors (BAs) which they have named 小丸子. These BAs are responsible for engaging with customers one-on-one online to introduce products and guide them through the path-to-purchase.
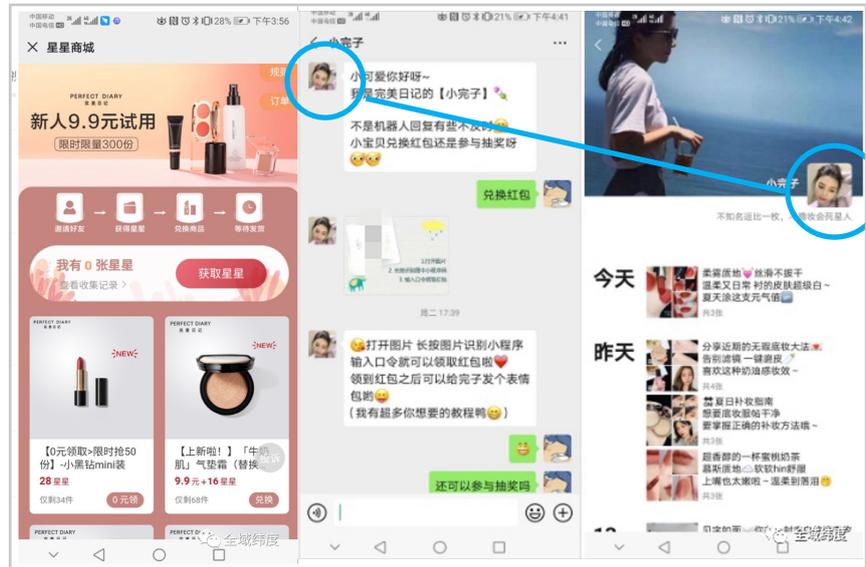

THE MERGING OF VIDEO SUPPORT & SALES

While shopping malls are empty in the middle of the day across China, top consultants are busy creating video product demonstrations and live streaming – they are answering questions about product features and solving beauty, fashion, and other challenges. These consultants are often joined by influencers and KOLs in the shop at the same time. It is not uncommon to have more people live streaming from a shop than customers buying.

This phenomenon raises the importance of hiring and training smart, helpful and, yes, charismatic staff. Having a training program to enable in-store staff to create these videos, share solutions and answer questions is far better than outsourcing the role of consultant to a paid influencer. A brand doing this well demonstrates authority, confidence, and trust. It is also an activity that can/should be scaled across multiple platforms.

销售支持与视频的融合

当中国各地的购物中心在中午时分空无一人时，顶级美妆顾问正忙于制作产品视频演示以及直播--他们正在回答有关产品应用的问题，并解决美容、时尚和其他方面的挑战。这些美妆顾问经常会邀请网红或KOL同时在店里加入。在商店里直播的人可能比购买的顾客还多，这并不罕见。

这种现象使得雇用和培训聪明、乐于助人以及有魅力的员工这点更为重要。有一个培训计划，使店内员工能够创建这些视频，分享解决方案并回答问题，远比将美妆顾问的角色外包给网红要好。如果一个品牌在这方面做得很好，则可以显示出其品牌权威性、自信心以及可信度。这也是一个可以，且应该在多个平台上执行的手段。
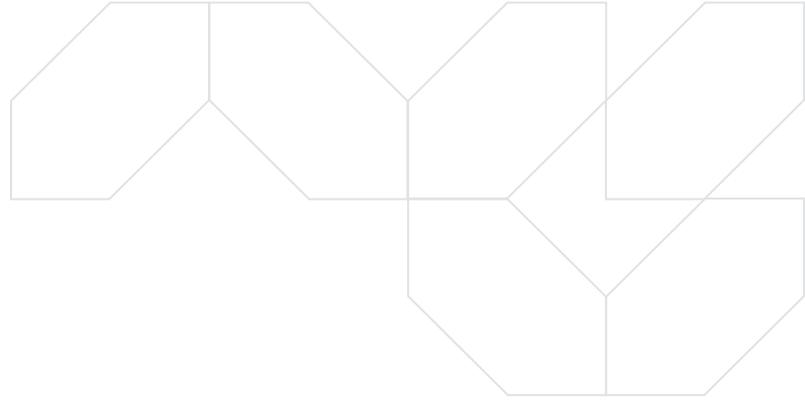
AUDIENCE SEGMENTATION & SERVICE

The segmenting and messaging capabilities of mini-programs hold strong potential for brands that are looking to:

(1) improve customer service capabilities,
(2) add value about products and solution-sets for customers,
(3) segment customers.

All of the data from mini-programs should flow back to the company CRM system to enable omni-channel customer views.

This example (below) from Maybelline shows how brands are creating advisory and consultation capabilities through mini-programs, and how these solutions can provide filtered solutions to audience segments, based on interests (e.g., lips vs eyes vs blush).

While a large part of this customization can be automated through AI/bots at anytime, the engagement can be passed over to a knowledgeable consultant.

受众细分与服务

小程序的细分和信息传递能力，对希望实现以下目标的品牌有很大的吸引力。

(1) 提高客户服务能力。
(2) 为客户增加产品和解决方案的价值。
(3) 细分客户

来自小程序的所有数据应该流回公司的CRM系统，以实现全渠道的客户视图。

这个来自美宝莲的例子（如下）展示了品牌是如何通过小程序建立咨询和美妆顾问能力的，同时也显示出这些解决方案，如何根据兴趣为受众群体提供不同的的解决方案（例如，唇彩与眼妆与腮红)。

虽然这种定制过程很大一部分可以实时通过AI或者机器人自动完成，但也可以将这项工作移交给知识渊博的美妆顾问。

Landing page for mini-program

Maybelline segments audiences by need/interests

Automated, segmented messaging

MAYBELLINE
NEW YORK

BEST PRACTICE FOR DRIVING PRIVATE DOMAIN TRAFFIC

1

MAP THE PUBLIC DOMAIN TRAFFIC PLATFORM LOGIC

Understanding the rate of review and activities across different public (open) platforms will enable brands to have a holistic view of their current social ecosystem and inform how to best position activities that will drive traffic to private domains.

2

OBSERVE THE BENEFITS & CHALLENGES OF YOUR CURRENT STRATEGY

Measuring domain performance and comparing outcomes will enable brands to maximize their investment. Brands on niche platforms can capture user attention at a lower cost, making it is easier to achieve "single point burst" effect.

3

ENSURE YOUR DECISIONS ARE INLINE WITH THE PLATFORM LOGIC

Review the Content Format, e-Commerce Attributes, and User Profiles of each platform to understand where they are complementary and synergistic. For example, on RED and Taobao live streaming integrates content and e-commerce, and the link between planting interest and purchase is relatively short, making ROI higher. The user profiles of RED and Bilibili reflect brand target demographics, so the cost of obtaining user attention is low.

4

USE PLATFORM LOGIC TO STRATEGICALLY 'DRAIN' TRAFFIC

By accurately positioning core consumer groups and comparing year-on-year growth rates, brands can decide how much to invest in diversified marketing channels. RED tends to be more effective in converting users through personalized content. Bilibili is strongest when it comes to attracting younger consumers with its focus on trends and aesthetics. Weibo is best for generating overall awareness at a national level due to its volume of users.

驱动私域流量的最佳做法

1

厘清公域流量平台逻辑

理解不同公共平台的互动率和其他数据指标，将使品牌对其当前的社交态系统有一个全面的认识，并探明如何才能最好地定位能将流量推向私域的活动。

2

观察当前战略的益处和挑战

衡量领域的表现以及比较结果将使品牌的投资最大化。小众平台上的品牌可以用较低的成本抓住用户的注意力，使其更容易达到 "单点爆发" 的效果。

3

确保你的决定与平台的逻辑相一致

回顾每个平台的内容形式、电子商务属性和用户画像，了解它们在哪些方面具有互补性和协同性。例如，在小红书和淘宝网上，直播整合了内容和电子商务， "种草" 兴趣和购买之间的联系相对较短，使投资回报率更高。小红书和哔哩哔哩的用户资料反映了品牌的目标人群，所以获得用户关注的成本很低。

4

利用平台逻辑，战略性地 "消耗 "流量

通过准确定位核心消费群体并比较同比增长率，品牌可以决定在多元化的营销渠道中投入多少资金。小红书倾向于通过个性化的内容更有效地转化用户。在吸引年轻消费者方面，哔哩哔哩最具优势，因为它的关注点在于潮流和美学。微博由于其用户量大，最适合在全国范围内产生整体意识。

HOW R3 CAN HELP

INDEPENDENT DIGITAL AUDIT

A quantitative evaluation of your Brand's performance on Digital Channels.

Questions Answered:
- What are the gaps in my current social commerce funnel and how can I bridge them?
- How can I improve the performance of my privately owned channels?

BESPOKE DIGITAL ECOSYSTEM BENCHMARKING

A quantitative and qualitative evaluation of your Brand's performance on Digital Channels, benchmarked against a bespoke list of competitors, based on Metrics that matter to your business.

Questions Answered:
- How does my Brand benchmark against my direct and indirect competitors?
- What are the Marketing Best Practice?

ACTIONABLE CHANNEL & CONTENT STRATEGY

A study of relevant leading brands to learn from their channel and content strategies – particularly social media and e-commerce.

Questions Answered:
- How can my Brand excel with digital content?
- How to best leverage KOLs and KOCs on digital/social channels?
- How can my brand optimize e-commerce performance?

R3如何帮助你

独立的数字审计

对您的品牌在数字渠道的表现进行定量评估。

问题：
- 目前本品社交电商漏斗中与市场最佳案例相比较存在哪些差距，该如何弥补？
- 如何提高品牌自由渠道的商业业绩？

定制的数字生态系统基准测试

对品牌在数字渠道上的表现进行定量和定性评估，在重要业务指标上与直接竞品进行比较分析。

问题：
- 我的品牌如何与我的直接和间接竞争对手进行比较？
- 市场营销的最佳实践是什么？

可操作的渠道和内容战略

对行业相关领先品牌进行研究，以学习他们的渠道和内容战略，尤其是社交媒体和电子商务方面

问题：
- 我的品牌如何能在数字内容方面表现出色？
- 如何在数字/社会渠道上最好地利用KOL和KOC？
- 我的品牌如何优化电子商务表现？

CONTACT US

NORTH AMERICA

New York

79 Madison Ave
8th Floor
New York, NY 10016
T +1 646 416 8088

LATIN AMERICA

São Paulo

Rua Jerônimo da Veiga
428 – conjunto 21
São Paulo, Brazil
T +55 11 3071 0678

EUROPE

London

35-41 Folgate Street
E1 6BX
T +44 20 7998 9588

Madrid

Velazquez 24 3 izd
Madrid 28001
T +34 91 702 1113

ASIA PACIFIC

Beijing

A 1801, Chaowai SOHO
No.6 B Chaowai Street
Chaoyang District
Beijing 100020, China
T +8610 5900 4733
F +8610 5900 4732

Shanghai

2E, Apollo Building
1440 Yan'an Road
Jing An District
Shanghai 200040, China
T +8621 6212 2310

Hong Kong

23/F, One Island East
18 Westlands Road
Hong Kong
T +852 3750 7980

Singapore

1 Keong Saik Road
Singapore 089109
T +65 6805 4050

Sydney

Level 26, 1 Bligh Street
Sydney, NSW 2000

SOCIAL MEDIA

www.rthree.com
Website

weibo.com/r3china
Weibo

twitter.com/R3WW
Twitter

facebook.com/r3worldwide
Facebook

linkedin.com/company/r3
LinkedIn

ABOUT R3

OUR REASON FOR BEING

In a word, we are about transformation. R3 was established in 2002 in response to an increasing need from marketers to enhance their return on marketing, media and agency investments, and to improve efficiency and effectiveness.

We want to help CMOs make marketing accountable.

OUR BACKGROUND

We've worked with more than one hundred companies on global, regional and local assignments to drive efficiency and effectiveness.

We have talent based in the US, Asia Pacific and Europe and partners in LATAM and Africa.

Through global work for Samsung, Coca-Cola, Johnson & Johnson, Visa, Unilever, and others, we have developed robust benchmarks and process targets for more than 70 countries.

WHAT WE DO

We are an independent transformation consultancy hired by CMOs to make their marketing more measurable and accountable to business impact.

HOW WE DO IT

- We invest in the best talent, bringing in senior leaders from marketing, agency and analytic backgrounds.

- We're independent. Because we're not your marketing team or agencies, we're empowered to be honest and transparent.

- We use external benchmarks. We have proprietary data pools to inform our in-depth analysis.

- Since 2002, we've interviewed more than 2,000 marketers about their agency relations.

- Since 2006, we've spoken to more than 80,000 consumers in China's top-twenty cities and continue to do so every three months.

- We have co-developed software to measure agency and media performance.

- Each month, we exclusively track over 500 agency new business wins, as well as 100's of deals in the marketing M&A space.

- We have insight into global best practice. We work with companies who want to do best-in-class marketing across diverse categories and geographies.

- We authored the book *"Global CMO"* about marketers leading Digital Transformation around the world.

- We maintain an ongoing database of media costs for key markets.

DRIVING TRANSFORMATION FOR MARKETERS AND THEIR AGENCIES

RETURN ON AGENCIES

We help marketers find, pay and keep the best possible agency relationships – covering Creative, Media, PR, Digital, Social, Performance, Event, Promotions and CRM.

We take the lead on improving the Integration process through proprietary software and consulting.

RETURN ON MEDIA

We offer professional analysis of the media process, planning and buying with proprietary benchmarks and tools to set and measure performance.

We conduct financial audits to validate and benchmark transparency.

RETURN ON INVESTMENT

Using a bespoke and proprietary methodology, we help benchmark and provide insights into how your digital strategies perform in your category and across categories.