



ContactOptimizer

Impact of contact points of your brand(s) on young mothers



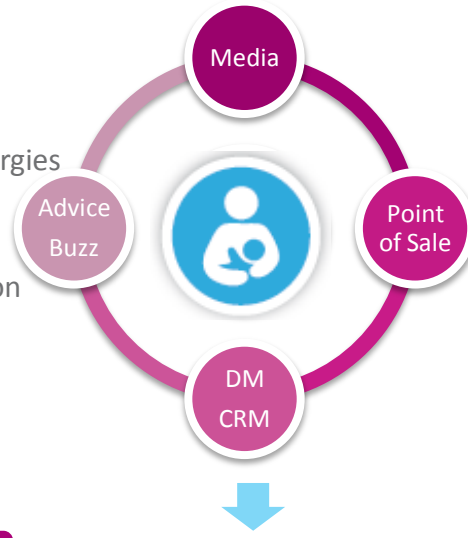
For which issues ?

- **Measure impact, effectiveness and synergy of communication actions**
- Which channels and media are the best to reach and convince young mothers ?
- Which marketing investments are truly beneficial ?
- **Bring decision support for your brand to optimize marketing and investments actions**



How does it work ?

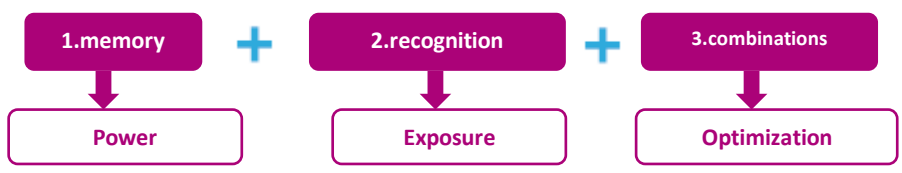
- Identify contact points emphasizing the brand's experience
- Post-test contact points and measure efficiency of contact synergies
- Evaluate contact points likely to recruit new clients
- ... and those likely to develop loyalty
- Track and optimize to ensure competitiveness and value creation



600 mothers, with children less than 3 years old, interviewed online
 Representative sample - CSP (social and professional categories) household and number of children - Sub-targets analysis



A media expert will decrypt your results



- Results analysis and strategic thinking coaching
- Support and advice for operational decision making



Starting rate €10 900 - Step 1, one wave - Multi-country version (price on request)



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