NRC Market Insights

Campaign Tracking Metrics

nrc HEALTH

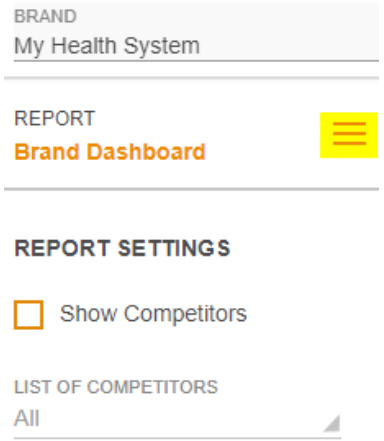
Overall List of Campaign Tracking Metrics

- KPIs (Brand Dashboard)
- Recall metrics:
  - Advertising
  - Social media
  - Website
- Preference: selected service lines
- Ad hoc reporting:
  - TOM
  - Service line(s) as appropriate
  - Image metrics as appropriate
    - Selections based on campaign elements
- Differentiators:
  - Select based on campaign elements
  - Examples: new/advanced tech, strong image/reputation, expertise in all fields (against competitors)
- Ticker Report
- Optional: PQs

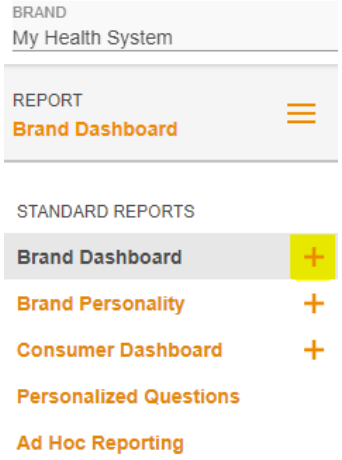
KPIs (Brand Dashboard)

KPIs (Brand Dashboard)

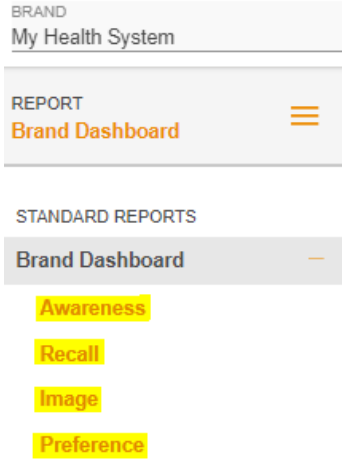
1. Click on the hamburger menu to view the main menu



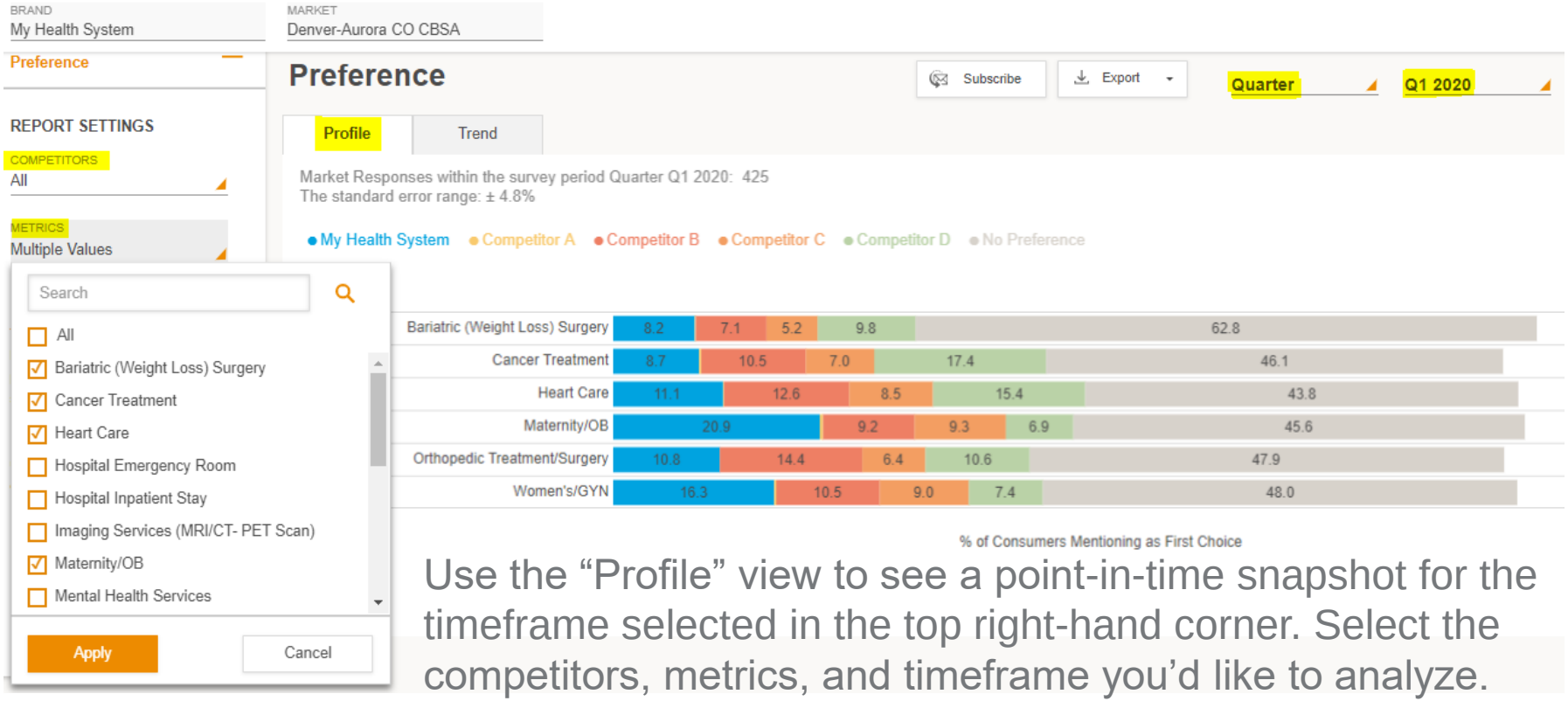
2. Click on the plus sign to view the KPI list



3. Click on each KPI to view a full report

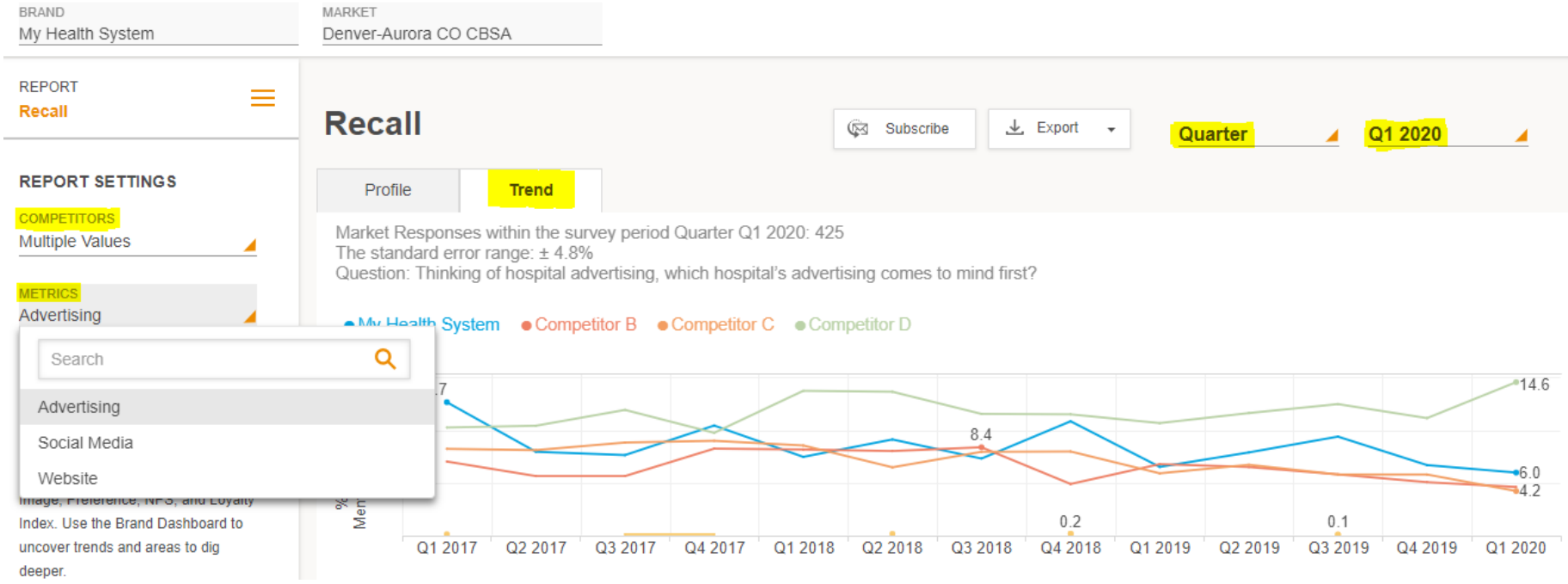


Awareness/Recall/Image/Preference KPI - Profile View



Use the “Profile” view to see a point-in-time snapshot for the timeframe selected in the top right-hand corner. Select the competitors, metrics, and timeframe you’d like to analyze.

Awareness/Recall/Image/Preference KPI– Trended View



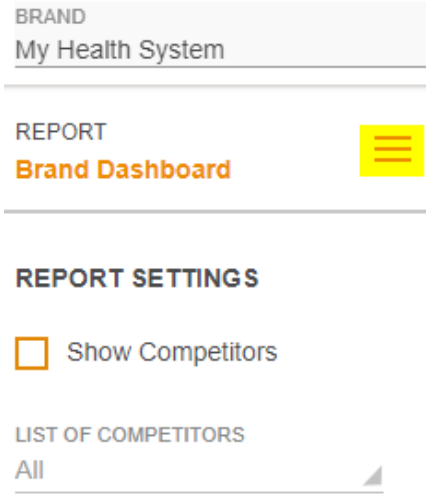
Click "Trend" to see a trended view.
Select the competitors, metric, and timeframe you'd like to analyze.

These instructions apply to all four KPIs (Awareness, Recall, Image, and Preference).

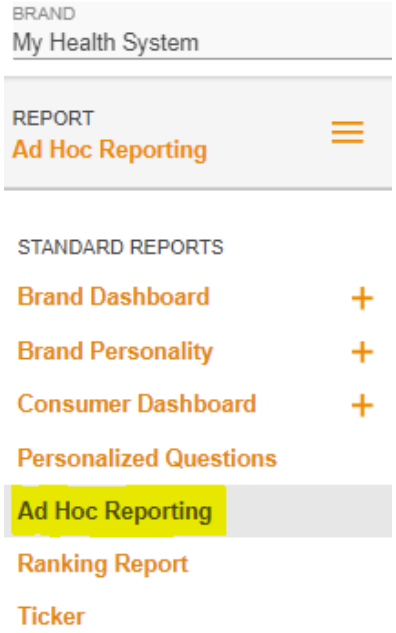
Ad Hoc Reporting

Ad Hoc Reporting

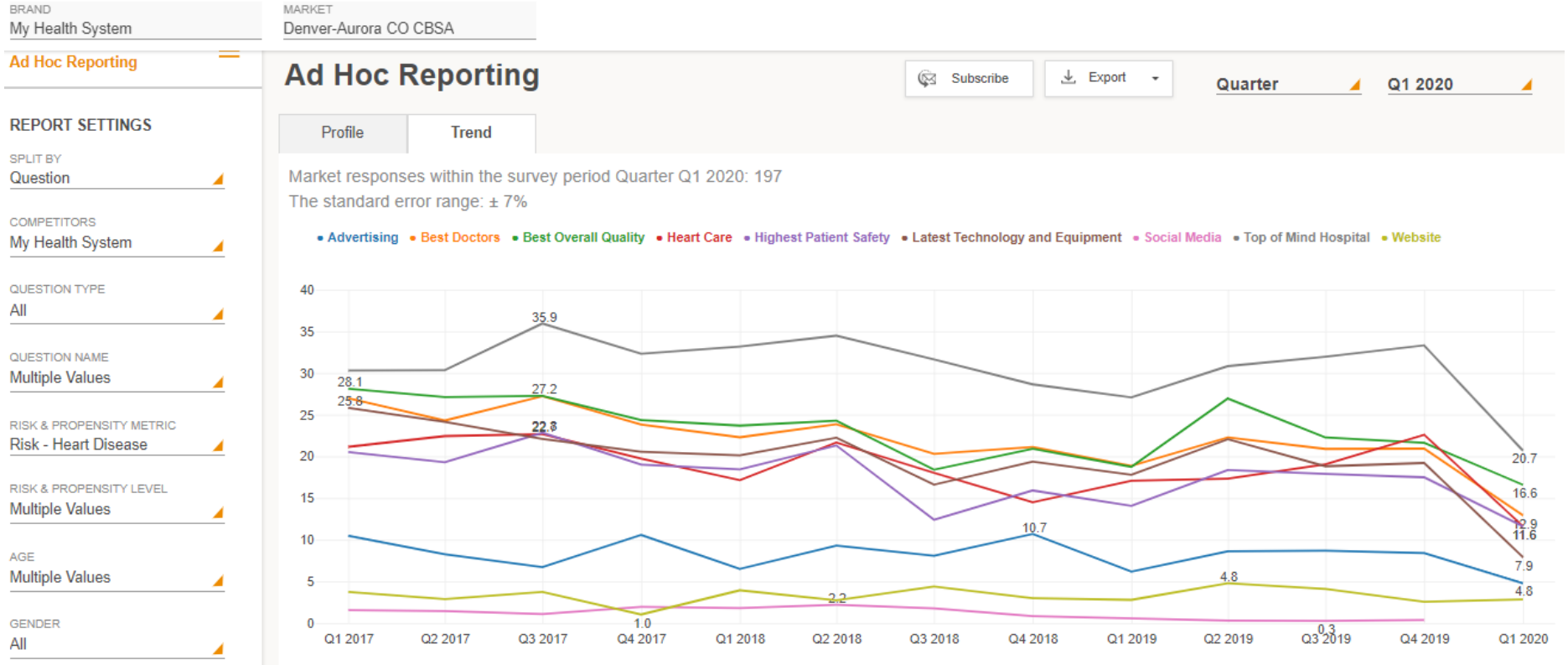
1. Click on the hamburger menu to view the main menu



2. Click on “Ad Hoc Reporting”



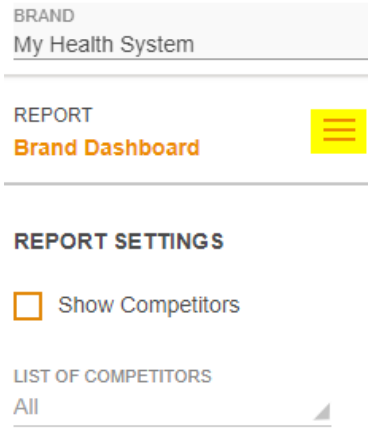
Filter to the metrics/audience appropriate for your campaign and use the trended view to analyze how awareness/preference/image has changed over the course of the campaign.



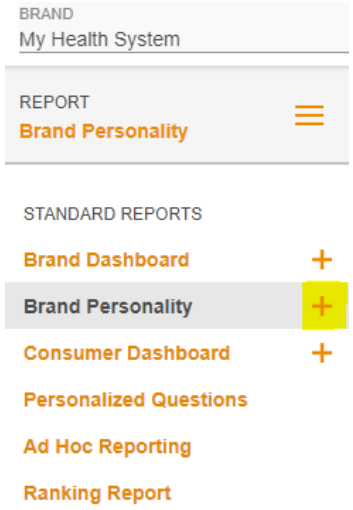
Differentiators

Differentiators

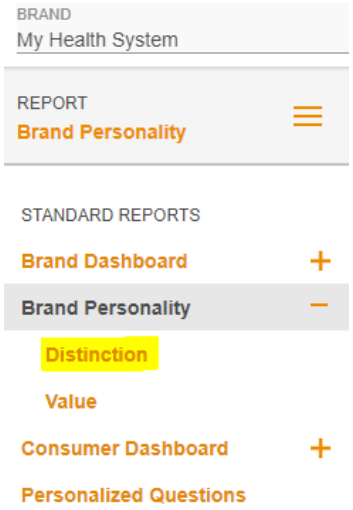
1. Click on the hamburger menu to view the main menu



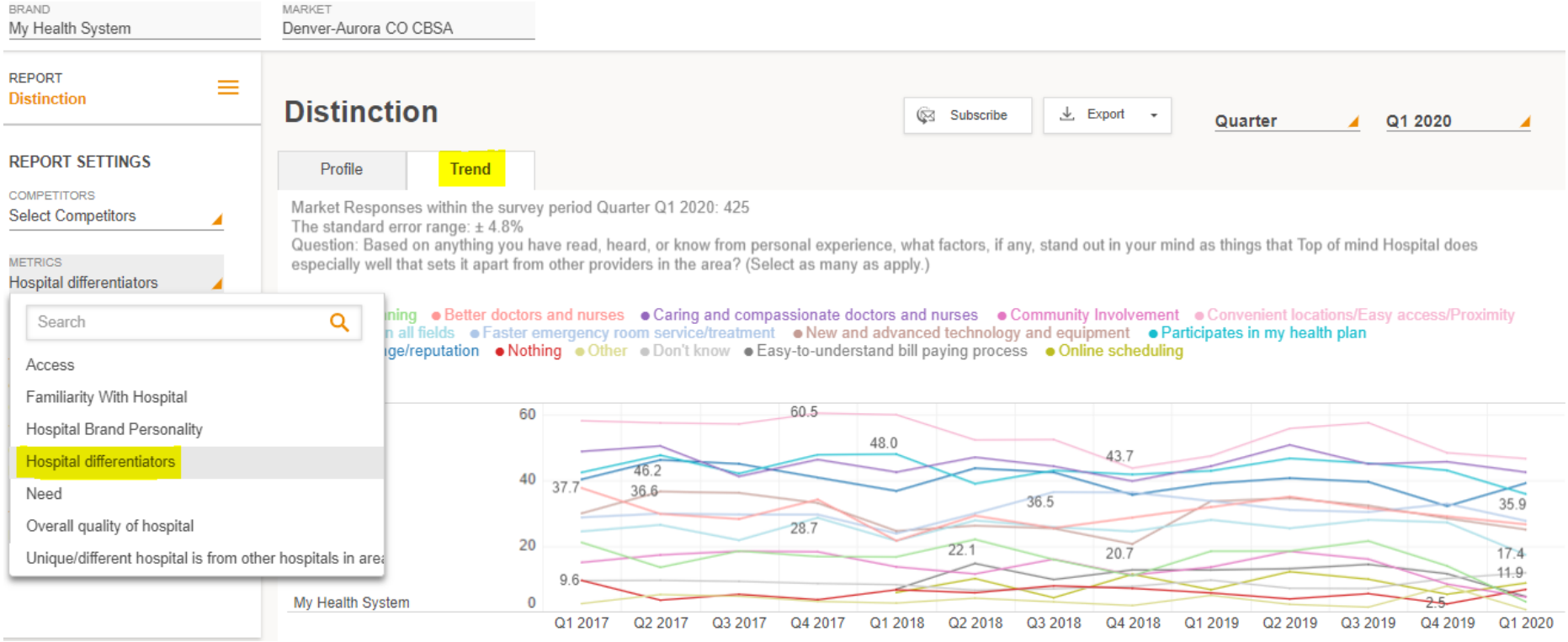
2. Click on the plus sign to view the Brand Personality reports



3. Click on “Distinction” to view the full report



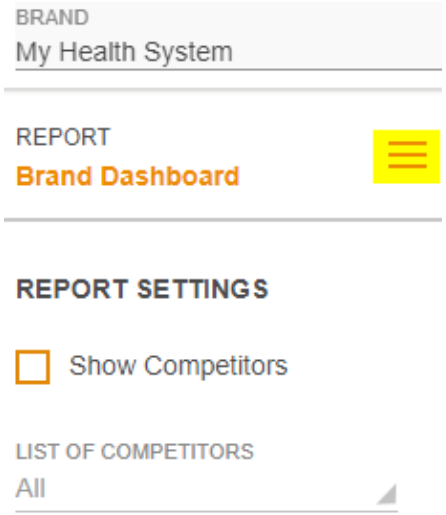
Under Metrics, select “Hospital differentiators” and use the trended view to analyze how specific campaign elements have impacted consumer perceptions.



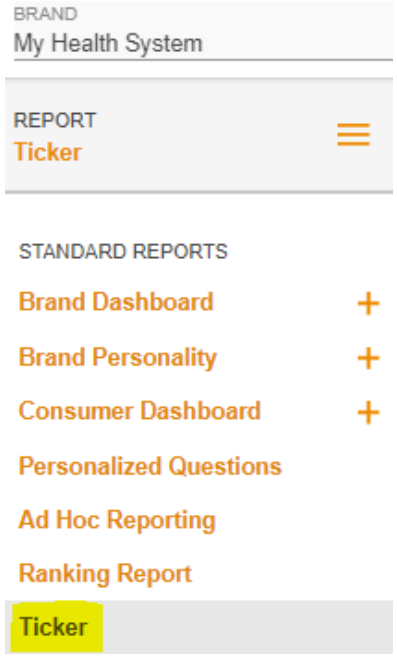
Ticker Report

Ticker Report

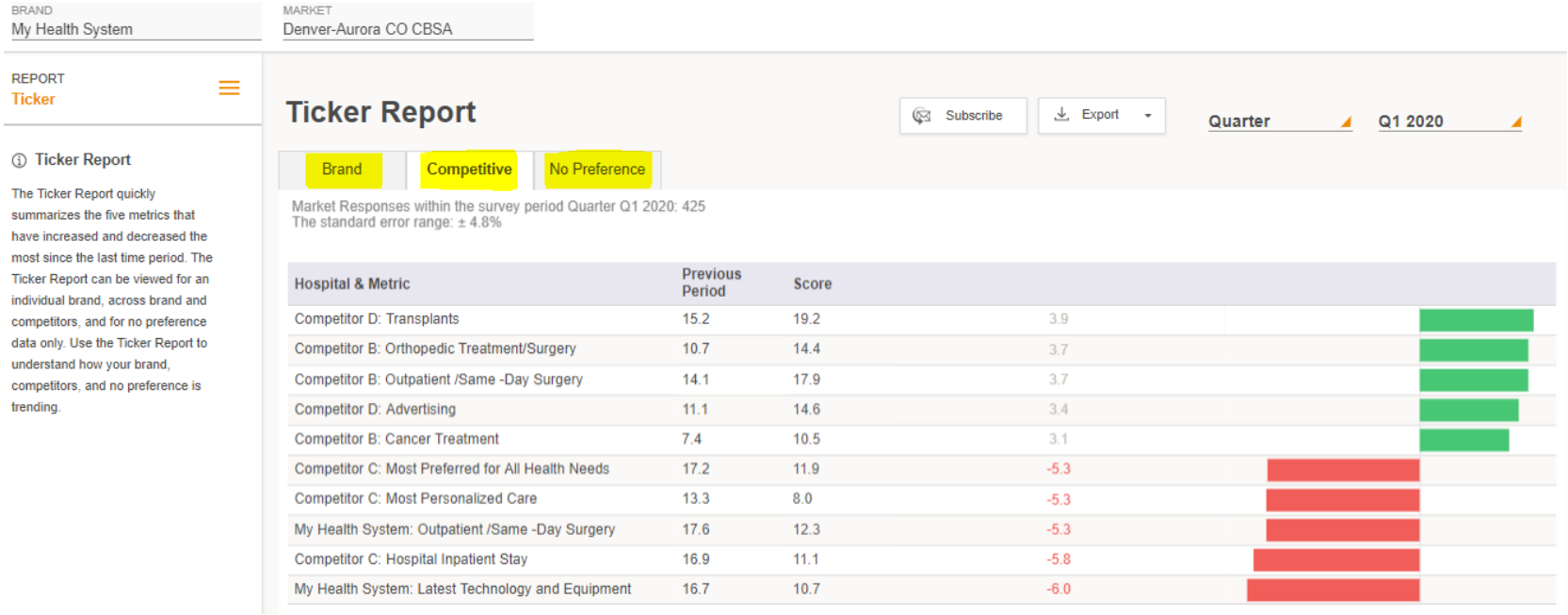
1. Click on the hamburger menu to view the main menu



2. Click on “Ticker”



Use the ticker report to see find out which metrics have increased and decreased the most since the last time period.

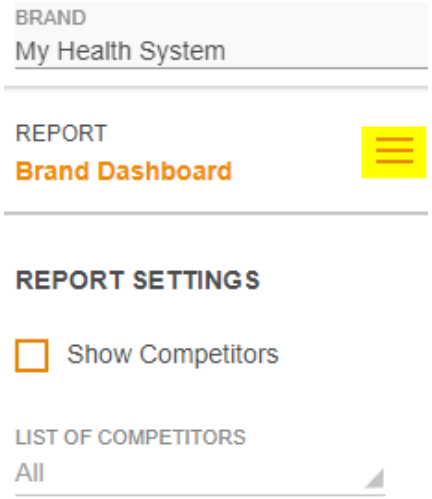


You can view this report for an individual brand, across a brand and its competitors, or for no preference data.

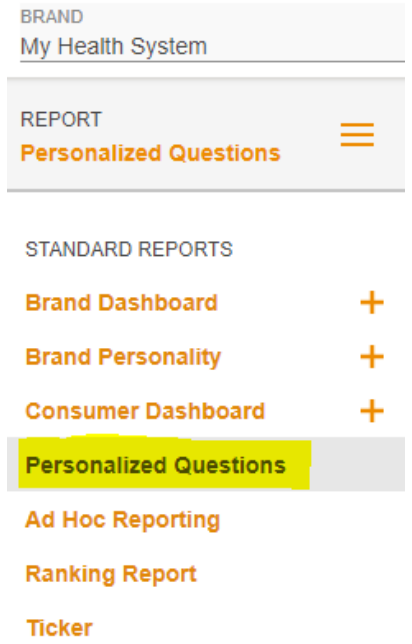
Personalized Questions (if applicable)

Personalized Questions

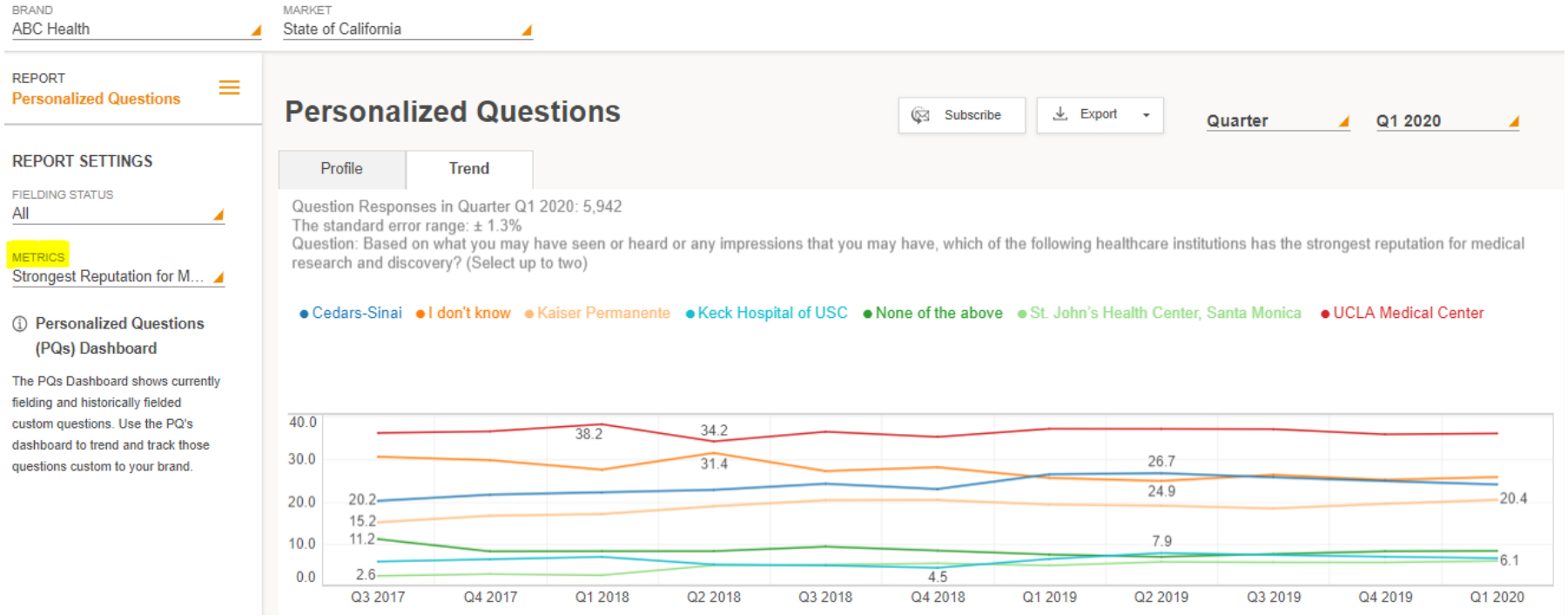
1. Click on the hamburger menu to view the main menu



2. Click on “Personalized Questions”



Personalized Questions



Select the personalized question under “Metrics”. If you would like to add a PQ for a specific campaign, please contact your CSM.

Corporate Headquarters
1245 Q St. Lincoln, NE 68508
800.388.4264
Local: 402.475.2525