



HOW MANY CONTACTS CAN I ACHIEVE?

HOW MANY CONTACTS CAN I ACHIEVE?

Our media service builds media plans for your potential campaign, creates target group analysis and advises you on all aspects of an ideal campaign concept.

Do you have a special target group, such as "dog owners" or "intensive consumers of fruit juices"? An analysis with the "VuMA" ("Verbrauchs- und Medienanalyse", Consumption- and media analysis) will tell you everything you need to know about the socio-demographics, attitudes, consumption habits and leisure activities of your target audience.

But in the end, the question of all questions is: How many people of my target group will I actually reach with my advertising campaign? Our media service provides you with specific planning figures for your TV campaign, to evaluate things in advance. This means that you already have a "legit result" before the campaign starts. These figures are determined by analyzing previous year's ratings for the same period and are therefore possibly subject to minor fluctuations.

HOW MANY CONTACTS CAN I ACHIEVE?

Sample planning

Campaign period June - August 2017 Budget: € 125.000

Spot length: 15 seconds Target group: adults 14+

Spot placements: Monday to Friday between 5 and 8 p.m.

Index	Result	Explanation
Net viewership (m)	14.28	Number of different people 14+ who watch the spot
Contact total (m)	52.51	= Gross contacts in total
OTS (Ø contacts)	3.7	...because 14.28m people see the spot on average 3.67 times
CPM (€)	2,39	It costs 2.39 € to reach 1,000 people with one spot.

We use specialized software tools to compare and optimize plans, in short: we do "fine-tune" your campaigns towards maximum reach, profitability or the ideal contact dose.

Contact us - we'll be happy to support you in all matters of media planning.