

Make Smarter Marketing Decisions

Competitive Intelligence and Media Analytics



PROBLEM:

Lack of Competitive Visibility Across Social Media Platforms

Personalization and targeting across paid social media has created a massive blind spot for marketers trying to understand how their competition is performing.

Less Visibility Means Less Intelligence

Marketers are unable to see the full picture of who their competitors are targeting, what products they're promoting or their audiences, missing key data-points, including:



Share of voice



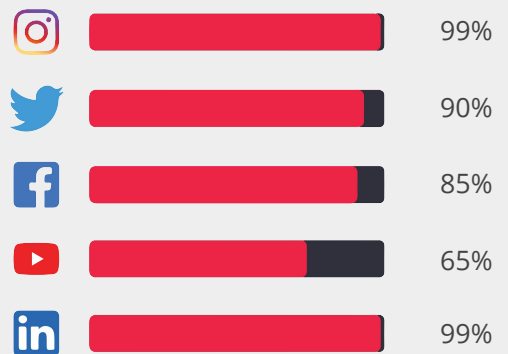
Campaign Viewability



Audience Sentiment

Ad Visibility Index

85% of advertisements published on social media are 'dark' and therefore not-viewable to public audiences.



% of ads that are **dark** by platform
[source: BrandTotal data]

BRANDTOTAL SOLUTION

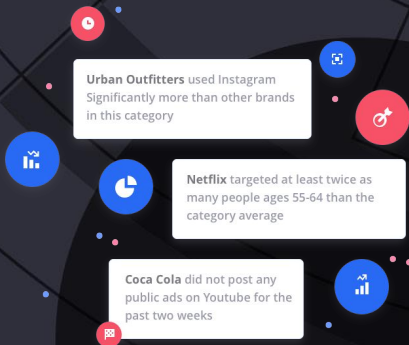
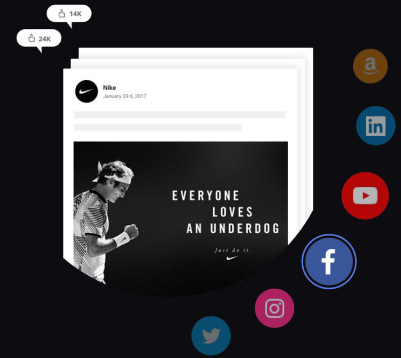
Our solution combines panel-based user data, APIs and public data to show clients what their competitors are doing across paid and organic social.



MEDIA

Monitor Your Competition Across Platforms

BrandTotal provides visibility into demographic and geographic targeting while also pulling in ad creative and corresponding performance data



ANALYTICS

Set Benchmarks and Campaign Goals

Measure your campaign against benchmarks in the category and against your competitors. Navigate the social media landscape from the perspective of competitive brands for strategic insights and differentiation

STRATEGY & INSIGHTS

Identify and Understand Trends Across Social

Monitor your share of voice across paid social media campaigns while tracking disruptors eating your market share. Identify opportunities your competitors have missed and make more informed decisions for pre and post campaign planning

