



Social Media World 2018



**Redefine your campaigns with actual BRAND Metrics**



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**Remember the days when  
marketeers used to claim that  
Social Media was FREE?**

**The majority of brands measure the wrong way.  
Businesses don't really know the real value  
of their campaigns.**

**Brand Metrics were out of context till now.**

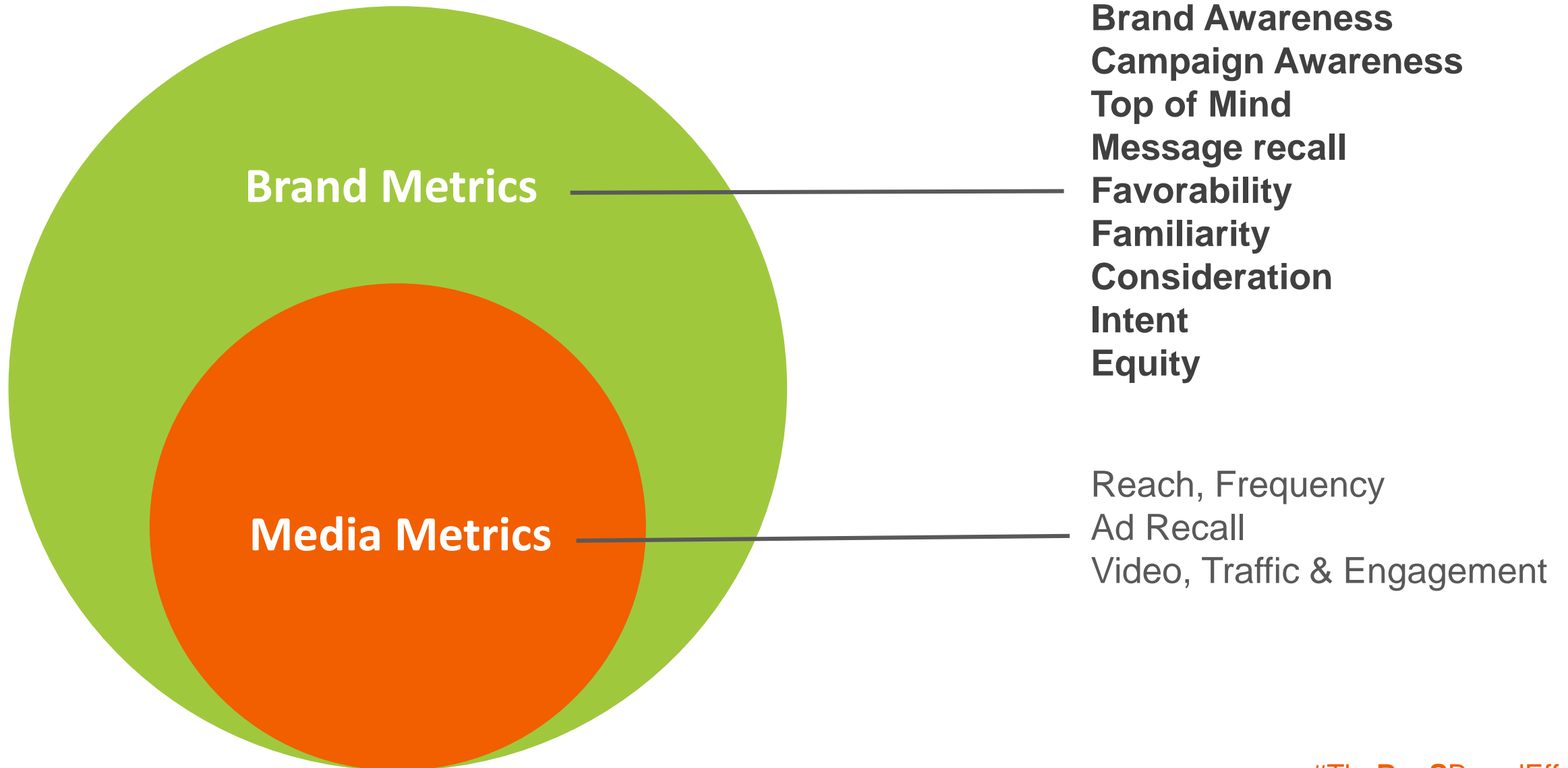
**Not anymore**

**What if you could measure any part of the Sales Funnel  
or the Ad-recall or your Brand Equity  
with REAL Brand metrics  
and not with just clicks, impressions etc.?**



**A new methodology offered by BaaS for generating Brand metrics at every stage of the sales funnel via Digital.**

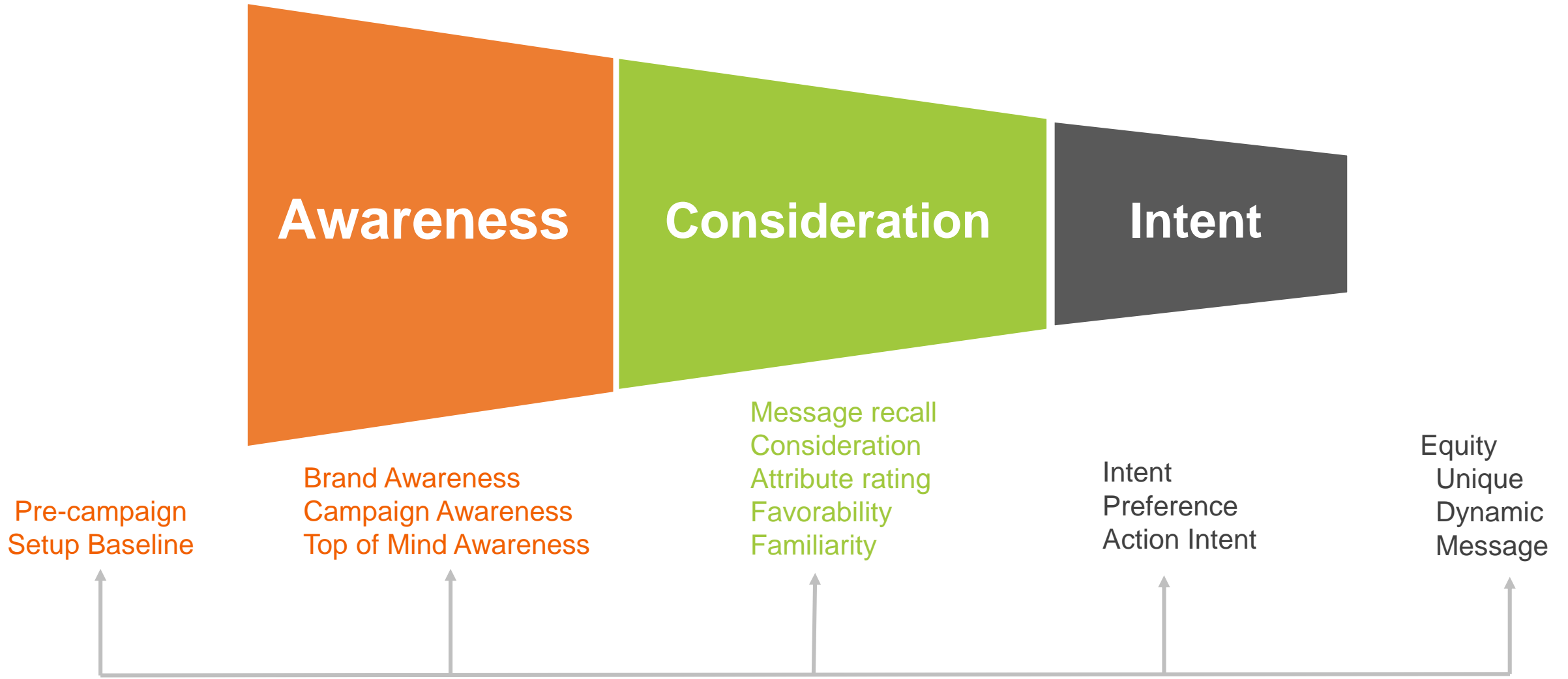
**For All Brands!**





# Where, When & How

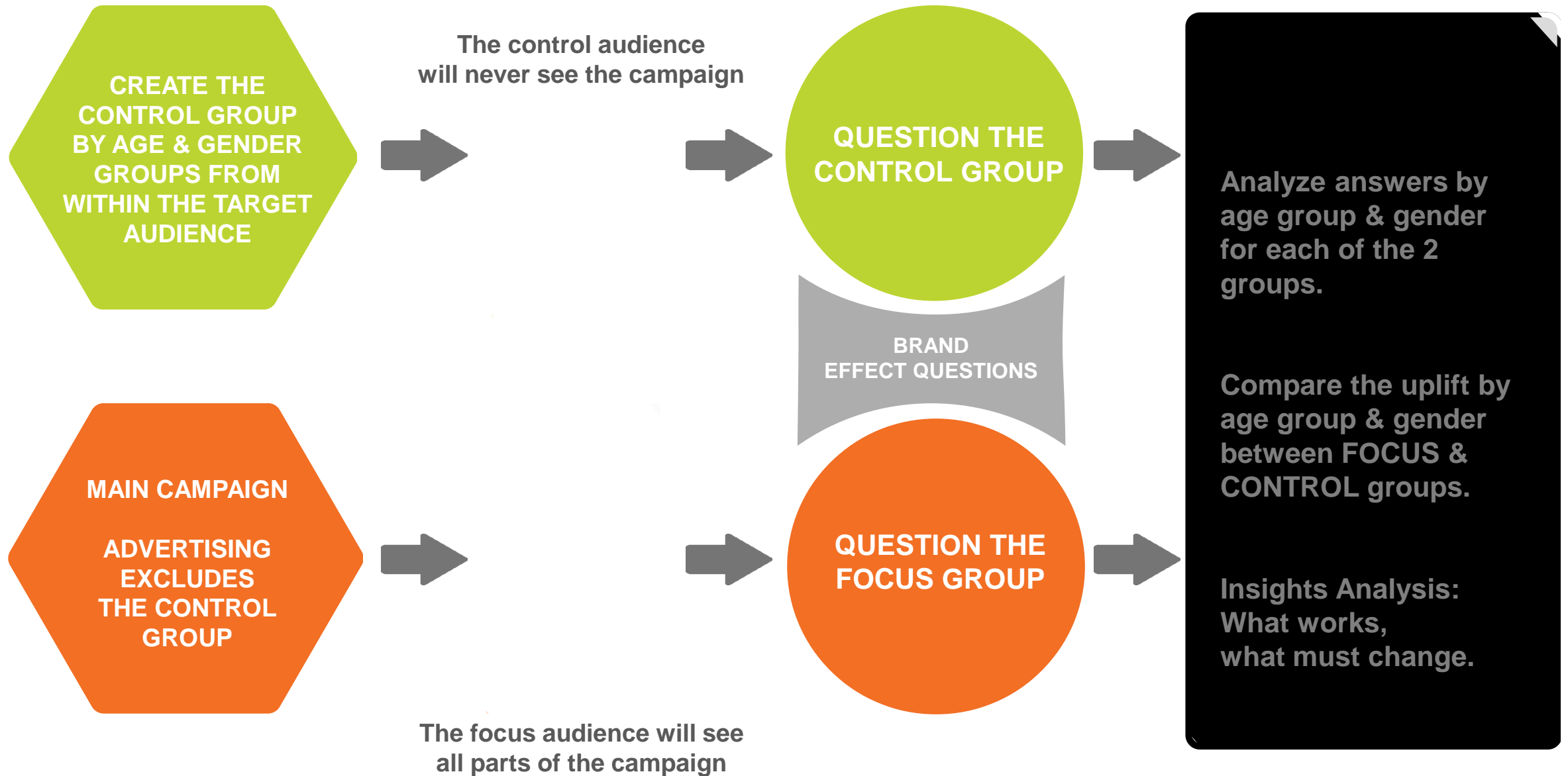
# Sales Funnel



**How can we do it**

We take advantage of the most advanced advertising system:

**Facebook**



Our **Brand Effect Optimization** methodology  
redefines campaigning.

**Brand Effect Optimization** provides more actual answers compared to traditional Media Metrics.



With **Brand Effect Optimization** you can evaluate your agency's performance.

With **Brand Effect Optimization** you do NOT need to wait for your full-funnel campaign to end.

Plus, you gain tremendous knowledge for future campaigns.

**How long should it run**

- **Main Campaign :** 4 weeks duration with a 4-5 frequency per user
- **Questioning the groups:** 1-2 weeks duration after the end of the main campaign
- **Insights & findings:** 2 weeks required for analysis & reporting

**Can I have it ?**

 **BaaS** | Brand Effect Optimization

AVAILABLE NOW

**For campaigns managed by BaaS**

With a 2 weeks preparation

**For campaigns managed by other Agencies**

Requires valid media plan & 3 weeks preparation

 **BaaS** | #TheBaasBrandEffect

**Thank you**