

HOW CAN WE HELP YOU?

Review your  
promotions & campaigns

## OPTIMIZE YOUR MARKETING!

BRAND SUPPORT ADOPTIMIZER

FIND OUT WHICH ON-AIR AND OFF-AIR CAMPAIGNS  
REALLY WORK AND WHERE YOUR MONEY AND TIME ARE SPENT WELL.

### Is your marketing effective?

Radio stations spend a lot of time and money for their marketing campaigns, no matter if they do on-air or off-air campaigns. But do you really know which campaign works and why? And why another campaign fails? If you want to rise the effectiveness of your time and money budget for marketing campaigns, then learn from results of our AdOptimizer.



Get answers to following questions



WHICH MARKETING  
CAMPAIGNS HAVE YOUR  
LISTENERS RECOGNIZED?



WHERE HAVE THEY SEEN  
OR HEARD THE CAMPAIGN /  
BILLBOARD / NEWSPAPER  
AD /...?



WHAT ELEMENTS OF THE  
VISUALS AND AUDIOS  
DID THEY LIKE, WHICH  
ELEMENTS COULD HAVE  
BEEN BETTER?



DID THEY GET THE  
MESSAGE, WAS IT  
CLEAR ENOUGH?



HOW DID THEY LIKE THE  
CAMPAIGN AND ITS BITS  
& PIECES IN TOTAL?



HOW DID THEY LIKE  
YOUR COMPETITORS  
CAMPAIGNS?

How does it work?

### 01 THE SETUP

AdOptimizer is an online test. Either we can ask respondents from your own panel, or we find them. We certainly have the online tool for the test which is customized to your personal demands. You can test images, billboards, audio bits, videos – whatever you need to know to optimize your marketing.

### 02 RESULTS

AdOptimizer will deliver you crystal-clear findings about the popularity and effectiveness of your on-air and off-air promotions. With AdOptimizer you will save in future time and money with more effective and better campaigns.

Why AdOptimizer

### QUICK, AFFORDABLE AND EFFECTIVE TOOL

Either to check what you did before, or to optimize your future marketing campaigns!

### MULTIPLE FORMATS SUPPORTED

AdOptimizer is a digital solution, so we can test anything, pictures, audio and videos.

### LONG-TERM EXPERIENCE

We have been doing AdOptimizer surveys for some of the biggest brands in Europe. We will help you to draw the right conclusions from the survey results.

### FULL SERVICE WITH STRONG PARTNERS

Our expert network will help you finding the best support for your future campaigns – from production specialists to advertising agencies with radio expertise.

Let's talk

Contact us and we will find out together how AdOptimizer can help you to improve your marketing and make your spendings more effective!

CONTACT US