Measuring Campaign Impact
Blinkist improved the performance of their TV campaigns and brand awareness.

“Latana is an in-depth brand tracking software that helped us prove our campaigns’ impact on brand awareness”

Bobby Richardson, Offline Marketing Lead Blinkist

The Challenge

Blinkist wanted to be competitive in their space.

Blinkist began running TV campaigns with the goal of increasing brand awareness but were unsure if the campaigns were having the intended effect. Without this information, they ran the risk of wasting millions of dollars on unsuccessful TV campaigns, as well as falling behind competitors who were hitting the mark.

The Solution

Blinkist turned to Latana Brand Tracking.

Blinkist decided it was time to put their target audience in the center of their TV campaigns. They needed to know if brand awareness levels were positively impacted. Blinkist turned to Latana Brand Tracking to connect with their target audience while the campaigns were running and accurately determine if they were successful in helping them reach their brand awareness goal.

The Result

Blinkist continues their campaigns with confidence.

A sample size of 12,000, powered by Latana’s algorithmic model, was run from December 2018 to January 2019. Analysis conducted in the US and Germany proved the target audience for Blinkist’s TV campaigns was spot on: ambitious millennials. Of the three countries tracked, the United Kingdom had the lowest brand awareness. Blinkist now continues their TV campaigns with confidence having confirmed they are increasing brand awareness in their target audience. This increase is what will drive sales and that’s what matters!

Key Findings

- Positive impact on overall brand awareness
- In Germany, startup employees aged 46-55 had the highest impact
- Higher education led to stronger impact on brand awareness

Understanding how you can track brand performance and grow your brand.

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