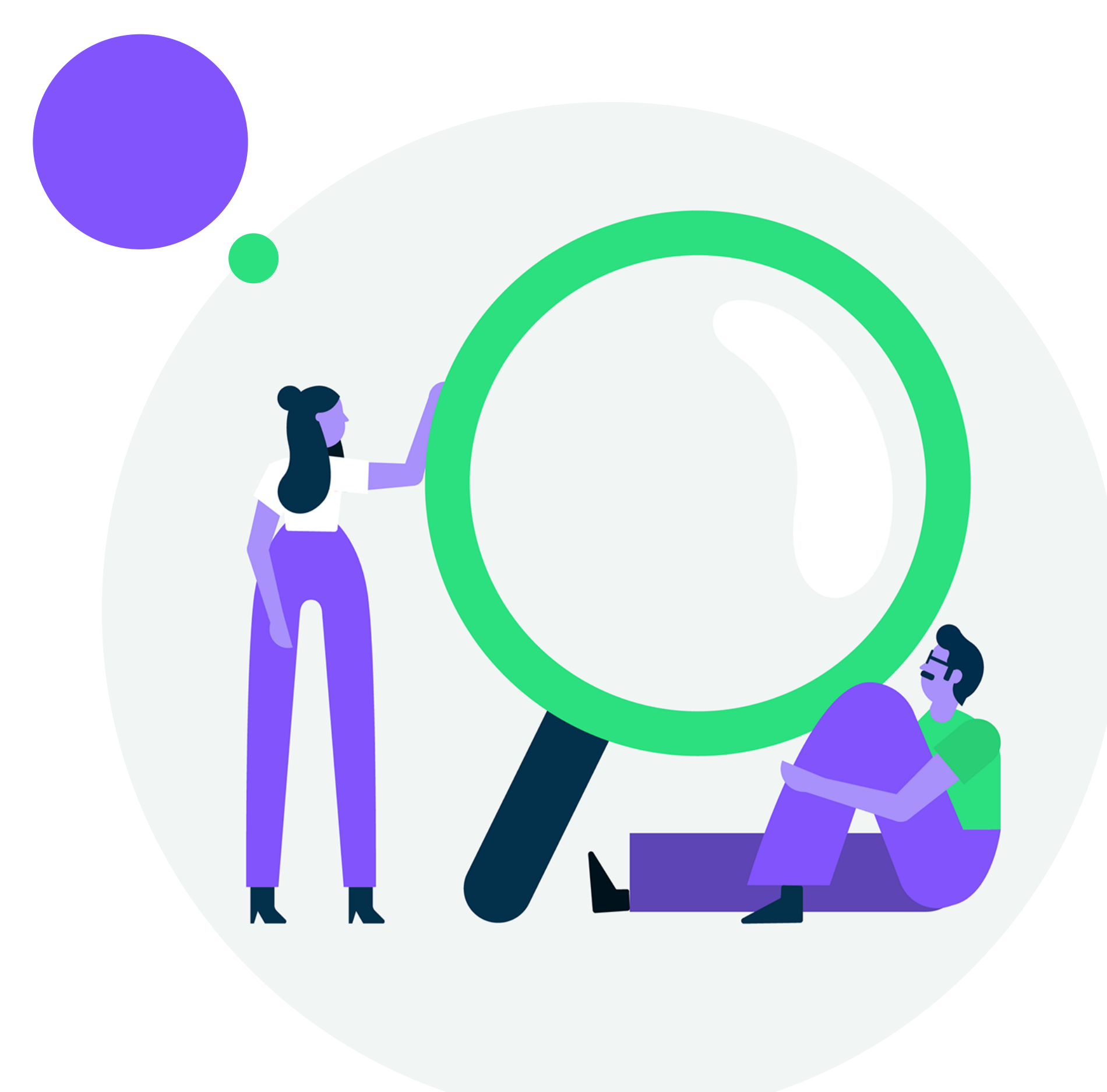


# Measuring Campaign Impact

Blinkist improved the performance of their TV campaigns and brand awareness

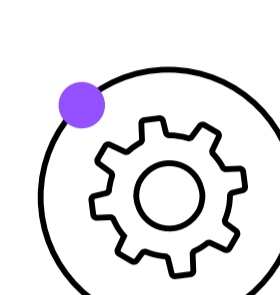


## **Blinkist**

founded in 2012 by 4 friends who wanted to turn free time into an opportunity for learning. Today, the app connects 6 million readers worldwide with best-selling text and audio pieces that are consumable in 15 minutes.

**"Latana is an in-depth brand tracking software that helped us prove our campaigns' impact on brand awareness"**

Bobby Richardson, Offline Marketing Lead Blinkist

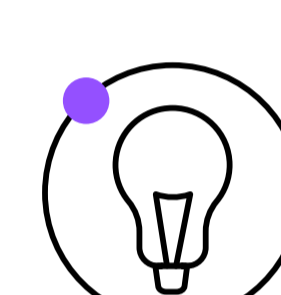
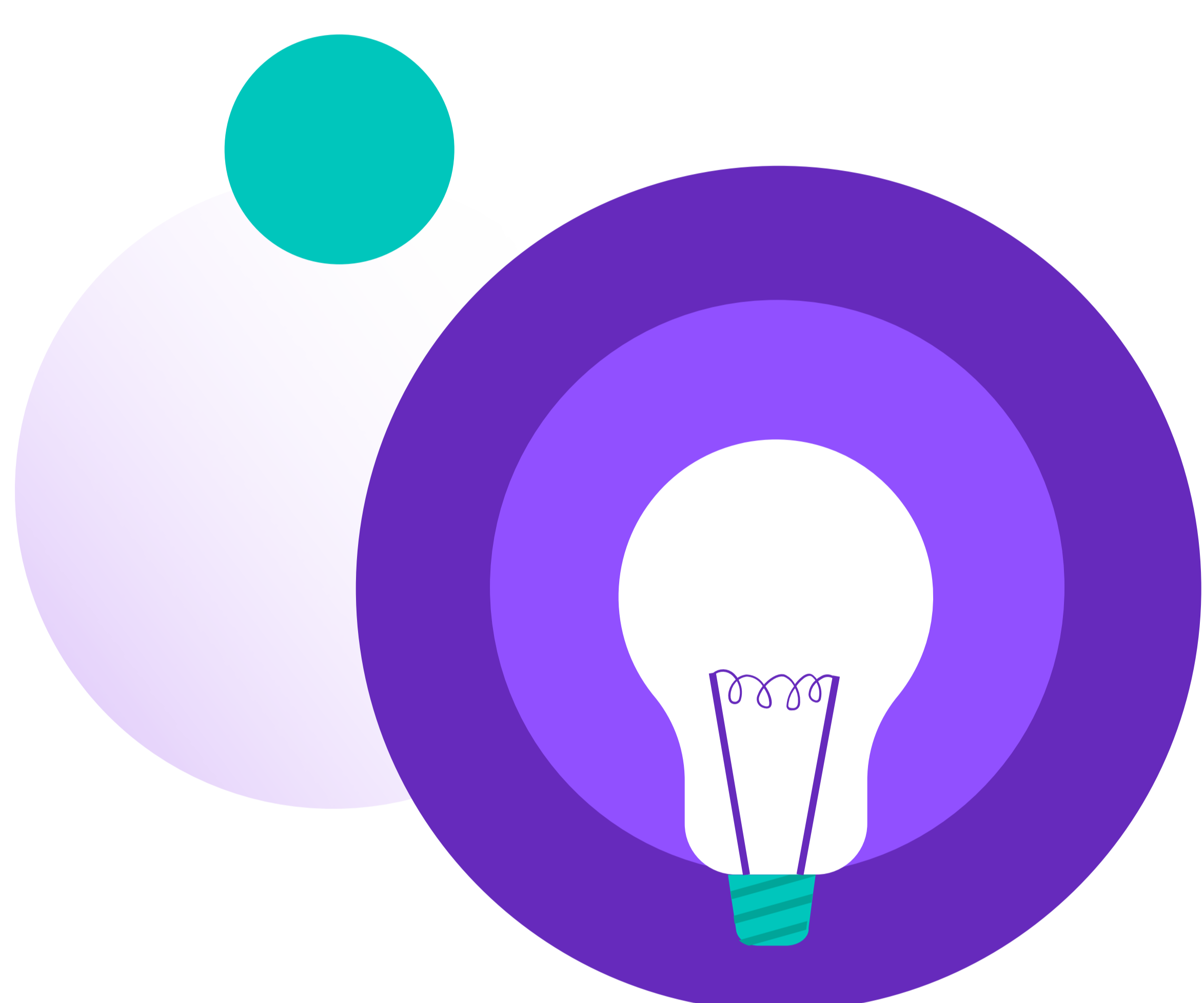
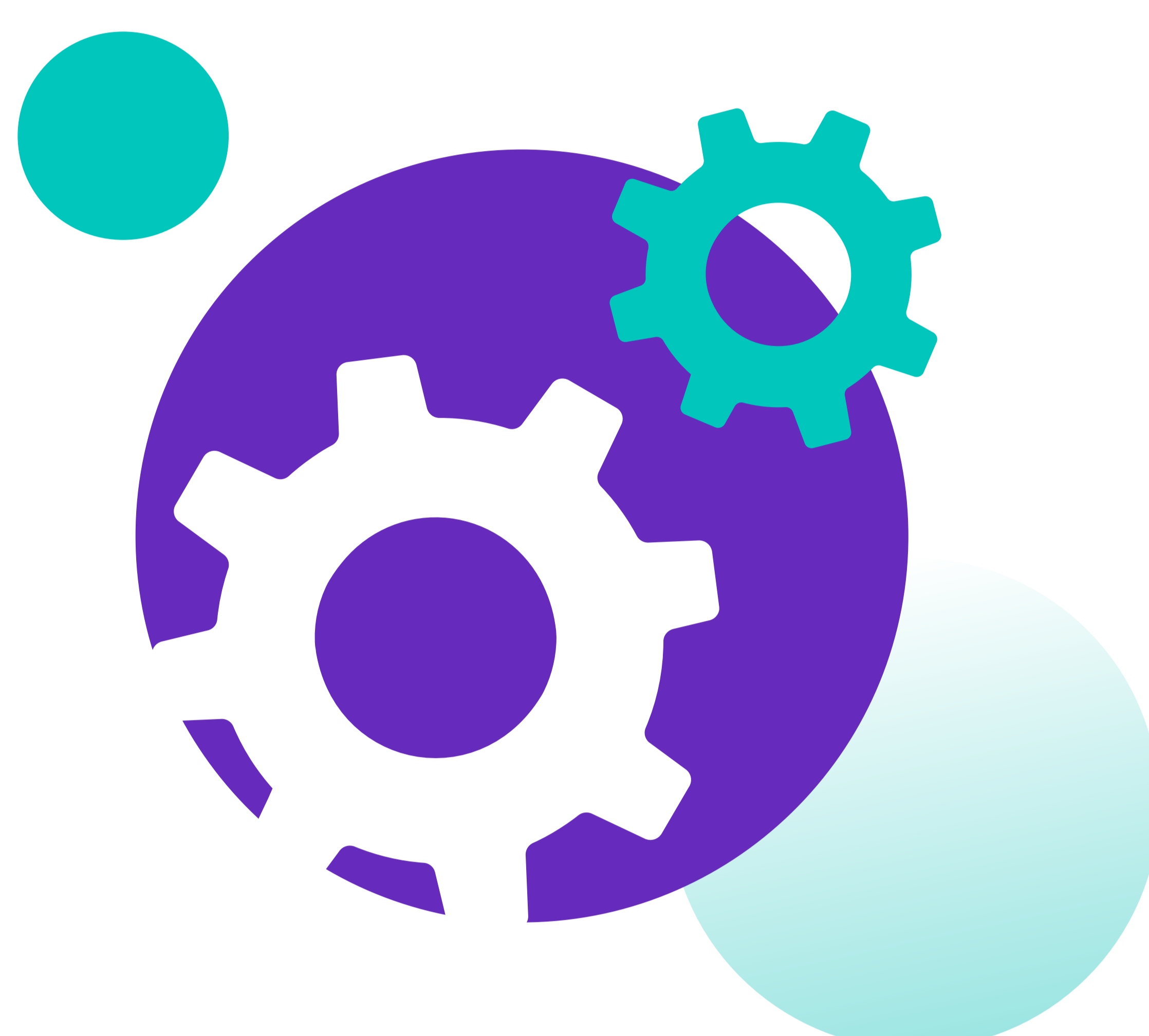


### The Challenge

## 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.

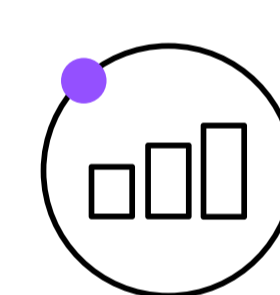
Without this information, they ran the risk of wasting millions of dollars on unsuccessful TV campaigns, as well as falling behind competitors who were hitting the mark.



### 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

By using Latana's insights dashboard, Blinkist was able to dig deeper into the data and learn more about audiences not currently targeted but which were also benefiting from an increase in brand awareness. Generation X was a big surprise for them!



### Positive Impact

on overall brand awareness



### In Germany

startup employees aged 46-55 had the highest impact



### Higher Education

led to stroger impact on brand awareness

**Understand how you can track brand performance and grow your brand**



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