



“ohal have been fundamental to our decision making on Andrex over the last 30 years”

## services

marketing ROI

media

consultancy

FAQs

## Understanding, accountability, planning, consultancy

**We provide clients with the strategic and tactical advice necessary to optimise all marketing activities and to maximise the ROI of their brands.**

ohal, the largest econometric consultancy in Europe was founded in the UK in 1972. Having pioneered the use of econometrics to measure the sales effectiveness of media and marketing activities, we now specialise in bespoke, in-depth analysis and consultancy which enables marketers to achieve their brand objectives. Our consultants collate data from a range of sources and examine the detail to extract valuable information that explains brand performance. This information is then used to ensure plans become more effective and accountable in the future.

As new markets such as digital emerge, communication channels expand and more data becomes available for analysis (such as customer databases), we continue to develop our modelling techniques, range of services and information provided to our clients.

ohal is a WPP company.

ohal is a limited company registered in England and Wales with company number 1138157 and VAT registration number 206897535. Registered office address is 5-11 Lee Road, Blackheath, London SE3 9RQ.

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## ohal today

We provide a full range of bespoke modelling and consultancy services, from understanding brand performance and quantification of ROIs through to detailed planning and on-going support.

Using econometric analysis we provide essential information for marketing management to evaluate brand performance and accountability.

Our consultancy provides unrivalled support for making more effective future marketing decisions.

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