



“ohal produces completely usable results out of vast quantities of data”

services

[marketing ROI](#)

[media](#)

[consultancy](#)

[FAQs](#)

Frequently asked questions

Understanding

- What drives my sales?
- What are the key performance indicators relevant for the growth of my business?
- How seasonal is my brand?
- How incremental has the launch been?
- What have been the effects of competitive activity on my brand?
- Which of my activities steal from my competitors?
 - Does my advertising work?
 - How do consumers respond to my advertising?
- Are there medium / long term effects from my advertising?
- What is the role of advertising to the longer term health of my brand?
- Has the advertising recruited new consumers and / or increased usage from loyalists?
- Does advertising play a role in increasing conversion from enquiries into subscriptions or sales?
- Are door drops and store magazines valuable marketing tools for my brand?
- How effective is off-line media in driving on-line applications?
- What effect has changing price had and how does it compare to promotional effectiveness for my brand?

Accountability and ROI

- Do returns vary by time of year?
- Do responses vary by geography or type of consumer?
- Are returns different by store type?

Communication channels

- How can I provide accountability for and justify my planned media budget?
- Which media channel gives the best return on my investment?
- Is it already in diminishing returns?

answers

If you would like to discuss any of these issues, please [»contact](#) Nigel Foote.