



“ohal provides you with the strategic and tactical advice necessary to optimise all marketing activities to achieve your brand objectives”

## services

[marketing ROI](#)[media](#)[consultancy](#)[FAQs](#)

## Let ohal unlock the full potential of your marketing budget

**ohal, the leading econometrics marketing consultancy, provides clients with information and tools that enable them to maximise their marketing ROI.**

In order to maximise brand potential it is essential to understand the role each marketing activity plays in current brand performance so that decisions for the future are based on knowledge gained from experience – know what works; know how to make it work better.

Through econometric analysis / marketing mix modelling, ohal provides essential information for management to evaluate their brand performance and establish accountability for each activity:

- ROI
- Key sales drivers
- Benchmarking

Our consultancy provides support for future marketing decisions, in areas like:

- Development of effective and efficient brand plans
- Response focused media planning
- NPD Planning
- Portfolio management
- Budget setting and allocation
- Market segmentation

ohal has extensive experience across a wide range of markets covering all types of media, data sources and business issues. These markets include:

- Digital
- FMCG
- Retailing
- Financial
- Pharmaceutical



## ohal in action

“As a supplier to work with, they are certainly one of the easiest. They are responsive, quick to understand our business needs and have been supportive throughout the planning process.”

- Telecommunications

See » **Experience** page for full list

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