

MediaAnalyzer

Specialist for advertising optimization

„The most important word in the vocabulary of advertising is TEST.

If you pretest your product with consumers, and pretest your advertising, you will do well in the marketplace.“

David Ogilvy

MediaAnalyzer is a global pioneer in marketing research and consulting. With offices in Hamburg, New York and representatives in Europe and South East Asia MediaAnalyzer helps small businesses to Fortune 500 companies better communicate with customers and improve advertising effectiveness..

MediaAnalyzer helps companies increase sales by optimizing; advertising campaigns, packaging, point of sale, online and out of home advertising and TV commercials.

MediaAnalyzer delivers engaging, insightful and actionable results by combining industry leading online marketing research tools, [AttentionTracking](#) and [EmotionTracking](#), with customized online surveys.

Conducting research online allows for targeted, larger and more geographically diverse panels, faster turnaround (10 days or less) - all at a significantly lower cost than traditional lab based research.

- **INNOVATIVE**

Scientifically validated cutting edge attention and emotion measurement technologies.

- **REPRESENTATIVE**

Large and geographically diverse panels.

- **ACTIONABLE**

Clear direction for optimizing impact, engagement, branding, understanding and purchase consideration.

- **EFFICIENT**

Results in less than two weeks and lower costs than other methods.



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EmotionTracking™

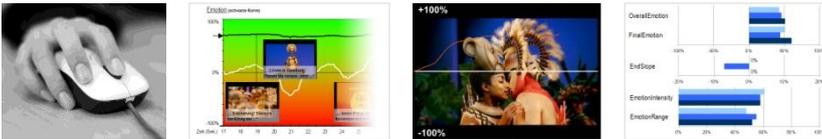
Optimizing TV and Online Marketing

EmotionTracking measures how people feel as they watch a TV commercial, rich media online or even listen to a radio spot.

Nothing is left open for interpretation; if they don't like what they see they move the mouse to the left and see a red frame in their peripheral vision and if they like what they see they move the mouse to the right and see a green frame.

This insight informs our actionable recommendations to ensure that your creative engages viewers immediately, keeps them emotionally invested throughout and pays off with positive brand association to drive purchase consideration.

Since EmotionTracking is web-served, there are no software or hardware installations necessary, so we reach your target buyers everywhere and at any time.



AttentionTracking™

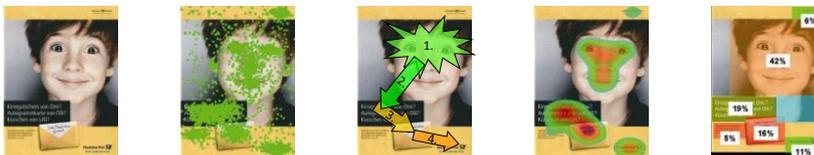
Optimizing Print Advertising and Retail Communication

No more expensive and geographically limiting lab time, cameras or headsets, AttentionTracking uses the standard PC mouse to measure and interpret what buyers really see when they look at your ad, package, web page or retail callout.

Combining this data with a customized online survey allows MediaAnalyzer to deliver detailed insight and actionable recommendations for optimizing your communication.

Since AttentionTracking is web-served, there are no software or hardware installations necessary, so we reach your target buyers everywhere and at any time.

Don't wait until the end of your ad campaign or until your product gets on the shelf to measure the impact, use AttentionTracking early in the process to ensure that you go to market with the best marketing and packaging possible.



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