

Best practice measurement is a universal driver of effectiveness

A Super Touchpoint channel enables you to...

- ✓ 1. Harness a unique audience insight
- ✓ 2. Harness the power of creativity
- ✓ Create an emotional connection
- ✓ Deliver sensory marketing comms
- ✓ 3. Leverage trust
- ✓ Deliver carefully synchronised comms
- ✓ 4. Hyper-target or build scale
- ✓ 5. Explore rich targeting opportunities
- ✓ Build full-funnel effects
- ✓ 6. Deploy best practice measurement

Key Super Touchpoint Attributes vs Effectiveness Index

