

## 146: Global insights from Effective Measure CEO

On Thursday, 27 August 2015, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding ([@bizWazza](#)) was joined by Graham Plant, CEO of Effective Measure ([@e\\_measure](#)), who is visiting South African clients, publishers and agencies this week from Australia.



We spoke to Graham to find out more about Effective Measure and how the company has evolved globally to where it is today, from just a measurement tool to a data and insights tool.

Graham also takes us through some insights from other regions to see where the growth opportunities lie here in South Africa, we look at what other regions generate from Effective Measure and what the South African market can learn from these regions.

We touch on the expansion and opportunities for Effective Measure on the African continent and we look at the future of the company.

[Check out Effective Measure here.](#)

Tune in to see what happens live in studio every Thursday from 9am to 10am via [2oceansVibe Radio](#) right [here](#).

### The news roundup:

- [Social media customer care - a job for marketing or the call centre?](#)
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- [Creative Spark expands to Sandton](#)
- [Can a tweet enjoy copyright protection?](#)
- [Featured Job: Communications Manager](#)

If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding ([@bizwazza](#)) on [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com).

### Podcast

If you missed the show, [download](#) (13.3MB) or [listen](#) to the podcast (14:36min).

**Episode 146: Global insights from Effective Measure CEO.**

**Date:** 27 August 2015 **Length:** 14:36min **File size:** 13.3MB **Host:** Warren Harding



Bizcommunity.com's **Biz Takeouts Marketing & Media Show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.

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