

AdEffx Campaign Essentials in Latin America

MEXICO CITY, MEXICO: comScore, Inc has announced the availability of [AdEffx Campaign Essentials](#) in Latin America. Campaign Essentials is comScore's campaign audience validation tool, which is used by digital marketers, agencies and publishers alike to verify the accuracy of audiences targeted in digital campaigns.



The service features an interactive dashboard with several highly sought functions for digital media planning and evaluation, including daily reporting of campaign demographics and traditional post-buy metrics such as Reach / Frequency and GRPs.

"As online advertising spend continues to grow in Latin America, the need for real-time campaign evaluation becomes increasingly important to ensure the best return on digital investment," said Alejandro Fosc, comScore senior vice president for Latin America. "comScore Campaign Essentials enables our clients to confidently verify that their online campaigns were delivered to the intended audience with the desired reach and frequency. True visibility into campaign audiences will benefit advertisers, agencies and publishers alike in this growing digital marketplace."

comScore AdEffx Campaign Essentials was first introduced in 2009 to the United States, and today is also available in Europe, Canada and Latin America. The [recent acquisition of AdXpose](#), a US-based leader in campaign verification, optimisation and brand safety, further enhances comScore's Campaign Essentials offering by enabling the development of a truly comprehensive, end-to-end validation solution. Campaign Essentials and the AdXpose offerings are currently both available in Latin America, providing marketers, agencies and publishers with the ability to leverage key synergistic benefits of the solutions, such as:

- Measurement of audience reach and the frequency for specific media buys
- Understanding of the demographic composition of specific audiences reached by a campaign
- Effectiveness of impressions that were actually seen, as opposed to those that were served tracking pixels but never actually seen by a consumer
- Optimising placements and creatives based on performance, using real-time bidding platforms and online campaign alerting
- Comparing the performance of online and offline media plans using the same post-buy measures used in TV, such as reach, frequency and GRPs
- Creating custom segmentation to allow for reporting of specific audience target groups
- Evaluation of the safety of ad placement and effectiveness of brand messages in different contexts
- Insight into consumer engagement with ads

Clients voice support for campaign essentials

"comScore is the most trusted name in digital audience measurement in Mexico. With the introduction of Campaign Essentials, we have no doubt that comScore will bring the same reliable and trusted standards to digital campaign verification and evaluation," said Nelson Ramirez, digital senior director Starcom MediaVest Mexico.

"Visibility into the actual demographic composition of campaign audiences will be extremely valuable in optimising media buys, while the ability to utilise traditional post-buy metrics will provide seamless comparison with offline media plans," said Karina Besprosvan, regional director Research & Consumer Behaviour Latin America, OmnicomMediaGroup. "Campaign Essentials answers the call for a media planning tool that will help advance the digital advertising industry in Latin America."

For more information about comScore AdEffx Campaign Essentials, email learnmore@comscore.com.

For more, visit: <https://www.bizcommunity.com>