

Competitive Spending Programs

Why turn to Competitrack for competitive media spending information?

Competitrack specializes in customized, client-driven tracking projects – the kinds of projects that are too detailed or too complicated for our competitors to handle.

What do we mean by customization? Specific message elements, ad classifications, competitive sets, media universes, and reports – almost all aspects of your advertising tracking program can be tailored to meet your needs. Today over 200 leading advertisers rely on our custom approach for their competitive advertising tracking needs.

Integrated Ad Monitoring

Competitrack's spending data is fully integrated with creative. All spending data – for TV, radio, newspapers, magazines or trades – can be linked to a specific piece of creative. So you can understand the exact messaging behind the dollars.

Competitrack's ad coding is consistent across media, making it easy to find the spending and creative for a specific product or campaign.

Timely Reporting

Data is available quickly. Topline information for network, cable, top spot markets, local radio and leading newspapers and magazines can be available within a few days of run date. And data from our full media universe is available 4 weeks after the close of each month.

So whether you are interested in a custom tracking universe, classifications to match your in-house databases, identifying ads with special features or custom reports, Competitrack can develop a competitive program to meet your needs.

We would be happy to discuss your needs and provide some sample data. To get started, call your account manager or John Jelilian at 718-482-4204.

Some of our Custom Tracking Programs

Wireless Communications

We monitor down to the wireless plan level, identifying pricing, free minutes, and other key program features. We even identify the phones included in the package.

Consistent cross-media monitoring permits clients to see TV, print, and radio spending for each plan.

Hotels

We developed a classification system that separates frequent guest, local property, and general brand advertising – with further breakdowns for meetings, promotions, extended stays, cluster property ads, and so on. We also tag any ad that mentions rewards programs, bonus points, golf promotions, and several other message elements. For each message element, creatives and spending estimates are available.

Financial

For several large brokerage firms we track local affiliate advertising, helping to ensure that local advertising efforts meet each company's communications standards. We separate ads aimed at consumers from those targeted to businesses – for some clients we have even identified ads aimed at educational or governmental institutions.

