**Gallup Pakistan**

**TV Rating Software**

The cut throat competition amongst businesses has put immense pressure on investors to make the optimal use of their limited resources. The Advertising expenditure forms the bulk of marketing expenditure. While high returns are sought through the activity, wrong choices could cost dearly.

The TV rating software provides a smart mechanism for planning and evaluating your advertising campaigns based on the description of your target audience. It is specifically designed to answer the following crucial questions sought by the Marketing/Media Executives:

* How many viewers do you reach by the TV Advertising
* How many of those you reach are your target audience
* What does it Cost to reach one thousand of your target audience
* Can you optimize on your advertising budget, to reach the largest number of target viewers within the given budget

The service provides the following essential indicators:

* Reach – Percent of Target Audience reached at least once
* Frequency – The number of times the target audience is likely to see the ad
* Effective Reach – Percent of Target Audience reached with minimum effective frequency
* GRP – Gross Rating Points expected to be achieved from the schedule
* CPM – Cost per Thousand Target Audience of the Advertising schedule

It gives you an optimal schedule of ad placement to obtain a bigger audience share for the same advertising budget.
The TV Rating service is the first of its kind in Pakistan. Prompt/license/updated

**Gallup PAKISTAN ADTRAK SERVICES FOR PRINT & MEDIA**

Gallup Pakistan is the pioneer in Electronic Media Advertising Monitoring in Pakistan. Since its launch in 1989, the service has been providing a pool of valuable knowledge of the Electronic media Advertising to its Clients. Owing to its vast experience in the field, the database is to date the largest and most credible source of information on Advertising Expenditure in Pakistan.

Gallup Pakistan AdTrak Services for Print & Media is the only service that offers audience and advertising data built into a single database. This enables the Clients to compute the per-thousand costs for their own and competitors’ advertising conveniently. The database is a historic database that also allows comparisons to be made across various years and analysis to be drawn on the changing advertising habits for the client’s own and competitors’ spending.

The service offers user-friendly, menu-driven customized software along with monitoring of raw data. In this way the Client can analyze the data according to their specific needs at their own premises.

The AdTrak Services for Print & Media service is devised to provide the three main services to the Client as follows:

**Ad Monitoring**

The Monitoring service provides with:

* Spot Transmission Report – reports the status of the Client spots that were aired with respect to the day, date, channel, time, program, position and duration of transmission.
* Fault and Deviation Report – reports the details of faulty and unscheduled spot transmissions of the concerned channel

**Tracking**

This service provides detailed information about Competitive Spot Transmission on all channels covering all brands pertaining to a given product category.

**Share of Voice Estimate**

The share of voice report is prepared for different product categories and industries. Updated on a monthly basis, it covers information about total number of ads, total commercial time and its expenditure along with percentage shares.

The report helps you compare your brand’s share of voice vis-à-vis your competitors’. Additionally, it allows comparisons to be made between sales and advertising expenditure for various brands.

**Transmission Profile and Clutter Report**

Proper planning and inserting ads at the right time, the right place and the right program is the art of media planner. Considering the need of media planners to know about ad clutter in a channel, Gallup Pakistan AtTrak offers Transmission Profile covering different genres of programmes, such as entertainment, news, sports, etc.

**Special Activity Report**

This report is highly useful for the clients who are sponsoring events, e.g. sports etc. the report is provided after every three to four days and gives an assessment of the Client’s ads on a day to day basis.