



Events can convert brand perceptions drastically.
Make sure the conversions yield the highest returns.

The question whether your marketing spends are yielding the desired result, becomes more prominent when you create or endorse an event or an experience around your brand. But given the typical lack of hard figures and qualitative analysis, can you have a clear idea if the brand perception of a potential customer has actually changed or not?

GAUGE THE IMPACT OF EXPERIENTIAL MARKETING. CONTROL BRAND PERCEPTION BETTER.

Has the conversion effect yielded the desired result?
Is your brand's recall value where you wanted it to be?
Has the event been a success or failure in shifting customer opinions?

Understanding the 'conversion' effect at your strategic promotional events is key to generating insights that help analyze the success and failure of the experience. And help solidify or reconsider future event strategies for highest returns in terms of conversion.

INTRODUCING EVENTPULSE: MEASURE THE CHANGE IN BRAND PERCEPTION OF A POTENTIAL CUSTOMER WHEN HE IS EXPOSED TO EXPERIENTIAL MARKETING IN A CONTROLLED ENVIRONMENT.

EventPulse is a unique multi-faceted tool designed to:

- Equip brand owners with market-driven insights to understand impact of experiential marketing.
- Evaluate Pre & Post event performance.
- Respond strategically to event dynamics in future events.

SEE EVENT-DRIVEN INSIGHTS. MAKE YOUR EVENTS WORK BETTER.

- Web-based Interactive dashboards for anytime, anywhere access.
- Fast check gauges shows the brand perception pre event & positive shift post event
- Pre opinion & Post event opinion is represented with intuitive graphs.
- Filter: Pinpoint the minutest of details with geographical and customizable segmentation filters

HOW EVENTPULSE WORKS FOR YOU: FAST, SMART AND ACCURATE

Process:

Developed after years of research, EventPulse incorporates advanced research methods and intercept interviews. Trained researchers or field analysts take audience opinion at entry and exit points of the event venue based on a well researched survey questionnaire. The data gathered is transmitted to our servers, the data is then analyzed on a real time basis and MIS & reports updated and made available to brand owners in real time, allowing for corrective actions, relevant investment & resource allocations. Thus, with EventPulse, findings are compared & represented on easy to understand, web based, intuitive dashboard real time.

Delivery:

EventPulse is built through an expedient, cost effective SaaS Model that offers you a number of advantages:

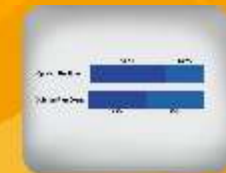
- No Software or Hardware purchase.
- Is an economical and geographically scalable module.
- Enables scalability due to its distributed service model.
- Web Based hosted application.
- Works on any PC with internet connection.

Technology:

While the tool has been designed to keep the technology invisible, it is built on advanced PHP / MySQL technologies, flash components & using complex flex designs. The tool comes with 99.99% uptime assurance with full backend support.

Pricing and implementation:

An investment as important as your other marketing investments. EventPulse pricing is a combination of cost towards field / last mile audit and deployment of the dashboard. Keeping in mind our objective of an ensuring speed to market the tool has been designed to be implemented quickly and deployment to be economical to use.



EVENTPULSE: DEVELOPED TO BE THE FASTEST AND THE EASIEST WAY TO UNDERSTAND EVENT DYNAMICS.

EventPulse is a unique tool, developed after years of research, and is part of PulseSuite tools from 141 Sercon. PulseSuite is a full-range of research, analytical tools which directly impact business performance. For further information, please visit: www.pulsesuite.com

**CAN YOU AFFORD TO WAIT TILL TOMORROW?
FOR MORE INFORMATION ON PRICING AND DEPLOYMENT,
CONTACT THE NUMBERS MENTIONED OVERLEAF.**



EventPulse comes with a unique satisfaction guarantee. If you are not satisfied with the results, or their interpretation on the dashboard you can ask for a full refund within a month of trying it out. No questions asked*.

*Conditions Apply



+91 9811806364, +91 11 32440215
(9am to 6pm IST)



+91 11 25771470



info@pulsesuite.com



www.pulsesuite.com

About 141Sercon:

141SERCON is one of the largest specialized below-the-line marketing services agency in Asia, with a network footprint across 16 Asian countries. The agency partners with brands across industry verticals to help generate demand & build relationships with channel partners and customers. As a full services agency, the offering includes strategic and creative inputs, supported by a robust implementation capability. While the agency offers B2B and B2C reach-out and engagement services in both offline and online formats, Retail activation is a specialist practice within the agency. 141Sercon is part of the WPP group. For more information on the range and scope of our services, related to Retail activation or other brand marketing services log on to www.141sercon.com.

Tool Powered by  141sercon