

Touchpoints is a category-specific contact measurement and planning tool that evaluates all forms of contact that category brands have at each point on the consumer journey. It delivers four benefits for marketers:

1. Holistic and neutral measurement of the relative value of all forms of consumer contact for each brand in a category.
2. Benchmarking and tracking of standardised and comparable metrics across brands, categories, audience segments, and countries for all paid, owned and earned contacts. Three key metrics are tracked: Touchpoint Influence Per Exposure, Brand Association, and Brand Experience Points.
3. 'CX Loop' journey segmentation of category consumers into buyers and non-buyers of each brand, with six sub-segments, to provide contact point data and insights for consumer acquisition and retention.
4. Planning a more effective marketing mix that raises Brand Experience Share – a metric that correlates with market share at an average of 86%.

Touchpoints provides a cross-contact point currency, Brand Experience Points (BEPs), that correlates highly with market share. BEPs are based on weighting consumer recall of each brand by the relative purchase influence per exposure for each contact point.

- Touchpoint Influence per Exposure: the relative influence on category purchasing for each touchpoint. Sourced from three questions that measure each touchpoint's ability to provide information about the category, ability to make brands in the category appear appealing/attractive, and play a role in the category purchase decision.
- Brand Association: the percent of people who recall each brand (seen or heard of in recent months) with each touchpoint.

The Touchpoints Norms Database, based on the data from all projects, provides brand contact and consumer journey norms for categories, countries, and audiences, showing relative touchpoint influence, average brand association, and brand experience. The database also identifies top performing brands in 293 touchpoints.

Planners can use Touchpoints ROI Tracker to analyse and optimize the brand marketing mix for consumer acquisition and retention. It helps to answer the following questions:

- What are the most influential contact points in my category, which help differentiate my brand?
- Which contact points are best to reach and engage with non-users of my brand?
- What are the competitive strengths and weaknesses of my brand in each contact point?
- How is my brand competitively performing at each point on the consumer journey?
- Which contact points reach and engage consumers most at each journey stage?

Touchpoints ROI Tracker employs a research method, the Market Contact Audit (MCA), licensed globally to Publicis Media by Integration. Publicis Media provides clients with the lowest entry price to the MCA through a global pricing arrangement with Integration. All rights to the MCA® measurement system including CCF™, BEP™ and BEST™ are owned by Integration (Marketing and Communications) Limited and licensed to Publicis Media Limited and its affiliates.

TOUCHPOINTS GLOBAL DATABASE

1,146 projects since
2003

Over one million
consumer interviews

67 countries

15,293 brands

333 product & service
categories

Norms for 293 contact
points

Touchpoints app for
norms and debriefs