

NEW: Also for TV  
commercials

# Placedise

// **THE** BRANDED CONTENT MEASUREMENT AND SALES TOOL.

Get instant insights into the real quality and impact (= psychological advertising effects).  
Digital. Science based. AI supported. Before and after the actual Implementation.

# THE CHALLENGES WE HELP YOU TO TACKLE

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## Doing it the right Way

### HOW

do you consider all parameters and side effects when planning branded content measures?

This needs years of experience and still cannot be done by the human mind or even basic Excel.

## Measuring Branded Content Impact

### HOW

do you measure the quality and success of branded content activities – before and after the actual implementation?

Measuring the psychological advertising effects (and not just if people recall something) provides the most important quality KPI. However, traditional ways to measure it cost tons of money and consume even more time.

## Increasing Sales Numbers

### HOW

do you enable your sales agents and media consultants to become real experts on branded content?

Getting to first concepts usually takes numerous longsome processes, which limit your sales team and put your clients on hold.

Do you really utilize what is technological possible to maximize sales numbers for all stakeholders?

# KEY FEATURES & BENEFITS

## Artificial Intelligence & Big Data Simulations

Over 600 scientific studies as foundation for statistically optimizing algorithms.

### Ideal Marketing Mix

Recommend the ideal advertising mix. Based on your portfolio. Individually per brand. Instantly.



### Quality Assurance and Assistance

by making use of scientific data. Thanks to intelligent IT, it is available to and can be handled by anyone within seconds.

### Branded Content & TV Commercial Optimization

Get validated recommendations on ad concepts and (the other way around) evaluate them with regards to the potential success.



### New Evaluation Possibilities

by using simulations on the psychological advertising effects on consumers. Lightspeed fast and at low cost.

### Automated Qualitative Analyses

Determine how well a measure performs, concerning psychological advertising effects. Without conducting own, expensive studies.

### Integrates with your Systems

Complement existing reports and enrich your CRM (Salesforce, ZOHO, ...).



### Strong Sales Power

due to intelligent, digital assistance, faster processes, and a new sales argument in terms of quality.

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# Test it 14 days free of charge and see for yourself!



Without any obligation and subscription. If you don't like what you see, you simply do nothing and nothing else happens.

chosen references

Write a short e-mail at [cr@placedise.com](mailto:cr@placedise.com) or

[click here](#)



Mercedes-Benz





- ◆ find the **BEST** marketing mix
- ◆ find the **BEST** setting
- ◆ do the **BEST** brand integration
- ◆ include **ADVANCED** market research
- ◆ do the **BEST** project management
- ◆ make your clients **HAPPY!**
- ◆ take sales to the **NEXT LEVEL**

# Placedise

## Become Part of the Revolution!

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We are looking forward to hearing from you.

### Contact us

at

[mail@placedise.com](mailto:mail@placedise.com)

### Discover more

at

[www.placedise.com](http://www.placedise.com)