

Post Campaign Analysis

We at (CALL LETTERS) will work with you to constantly monitor your advertising results, with a view to improving our performance.

After each campaign, we will ask you to conduct the following Post Campaign Analysis.

This information will be held in the strictest confidence and only used to improve the results in your next campaign.

Client: _____

Campaign: _____

Station(s): _____

Date: _____

Your Main Advertising Objective:

SALES
 AWARENESS
 IMAGE

TRAFFIC
 OTHER
 (specify): _____

Did you use any other media? Yes No

If Yes, what Media?

Radio stations _____% _____% _____% _____%
 TV _____% Social Media _____% Web _____%
 Print _____% Email _____% Direct Mail _____%
 Outdoor _____% Cable _____%

Do You Monitor the Following:

	Yes	No		Yes	No
COMPETITORS' ADVERTISING	<input type="checkbox"/>	<input type="checkbox"/>	CLOSING RATIOS	<input type="checkbox"/>	<input type="checkbox"/>
WEATHER CONDITIONS	<input type="checkbox"/>	<input type="checkbox"/>	AVG SALE PER CUSTOMER	<input type="checkbox"/>	<input type="checkbox"/>
SALES RESULTS	<input type="checkbox"/>	<input type="checkbox"/>	# OF REPEAT CUSTOMERS	<input type="checkbox"/>	<input type="checkbox"/>
STORE TRAFFIC	<input type="checkbox"/>	<input type="checkbox"/>			

Please rate the following with respect to your radio campaign:

	excellent	good	fair	poor
Station follow-up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creative/production	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our credit terms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your commercial schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your rep's knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our billing procedures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our promises kept	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Return on investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campaign results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Goals and Expectations for most recent campaign:

Agreed upon measurement of campaign's success:

With customer, work out from the above measurement techniques to what degree the campaign was successful and document the results below. Be very specific.

Now that we have measured the campaign in the agreed upon manner, how satisfied would you say you are with this campaign. (Circle only one)

Extremely Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Extremely Dissatisfied
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If client is dissatisfied, determine what we can do NOW to increase the level of satisfaction.

If client is satisfied, determine what we can do NEXT Time to further increase the level of satisfaction.

Comments:

Referrals?

