

Riger

ADVERTISING



The Riger Post-Buy Analysis: How to be sure your ad dollars are well spent.

Riger Staff

Please pass this article along to all who might find it of value:

■ _____

■ _____

■ _____

■ _____

■ _____

What is it?

A Riger Media (Post-Buy) Analysis examines the broadcast stations and programs you bought, the dollars you spent, and measures them against actual ratings to determine how much of your target audience you actually reached, how many times.

Why do it?

It helps make sure you're getting the most for your money. If certain media are underperforming, it also gives you negotiating leverage on your next campaign!

Does it work?

A local retailer took us up on our challenge. For his \$3,400 multiple-station radio buy, he hit 26% of his target audience, with individuals hearing the message just over 4 times. Following Post-Buy Analysis, we showed him how choosing a better mix of stations could nearly double his

reach (45%), while maintaining a 4-time frequency, for the same \$3,400 investment!

Call Patty Farro at 607-723-7441 to see if your business is right for a Riger Post-Buy Analysis. It's easy! It's free!

What have you got to lose?



This article was downloaded from www.riger.com. For more free articles on advertising and marketing, visit the "knowledge base" at www.riger.com.

To receive the Riger Update newsletter, subscribe using the "request info" page at www.riger.com.

Ask us. We're listening.

A marketing communications company