



At Mindscan, Braingraph's marketing effectiveness arm, we are providing data-led guidance to optimise digital marketing effectiveness and ensure the most effective use and allocation of your marketing budget. Following Braingraph's general proposition of human-centric analytics we differentiate us from purely technical digital optimisation offerings by identifying and fully understanding the behavioural and psychological key drivers of your business rather than just blindly applying predefined optimisation models. We understand that every business as well as every consumer journey is different. Therefore we are offering a carefully calibrated set of bespoke attribution services that is 100% aligned with the individual needs of your business, including:

- a. Identification of the most relevant key metrics according to your business objectives
- b. Selection of the most appropriate attribution model based on the most relevant digital touch-points in your customers' user journey
- c. Set-up of appropriate tagging and data integration solutions to facilitate data capture and subsequent analysis
- d. Compare and contrast of relevant attribution models to identify a model that most adequately reflects the actual business objectives
- e. Evaluation of all digital touchpoints and marketing activities across digital platforms to assess the business value (ROI/ROAS) of each touchpoint and activity
- f. Causality analysis of key activities across all digital channels to validate effectiveness against business objectives
- g. Short, mid and long term oriented analysis of key levers to optimise marketing and media effectiveness across all digital channels

PRICING [[REQUEST A QUOTE](#)]

If you are looking to analyse and optimise your company's marketing effectiveness we can offer you a tailored service using the above outlined package or a bespoke package using our [product matrix](#).

If this is not what you are looking for, please get in touch: hello@braingraph.com. We also have a dedicated team for especially difficult or complex digital problems:

specialops@braingraph.com | +44 747 996 0040

