

360°TOUCHPOINT®

FULL CONFIDENCE IN YOUR MARKETING DECISIONS

We use 360°TOUCHPOINT, to measure the touchpoints that help you reach your target groups most effectively along the customer journey. Our cloud-based analysis and strategy platform SMARTnavigator gives you constant access to our easy-to-understand dashboards on touchpoint use, and our supplementary modules.

Comprehensive effectiveness evaluation

Accelerom's 360°TOUCHPOINT analysis gives your customers a voice and covers the customer journeys of all your target groups. Our 360° methods use surveys to make standardized measurements of up to 100 touchpoints – including touchpoints that your company doesn't use. We quantify what actually gets to customers. This lets us capture data on the impact of online and offline touchpoints, as well as owned, paid and earned touchpoints, and calculate the total audience (combined reach) for all touchpoints.

Focus on the customer journey

Based on the information-seeking and purchasing process of the customer, the customer journey shows you at a glance where the best opportunities lie for your multichannel mix. Depending on the target group, country, or product category, your customers' journeys can be very different. We offer a tracking option to measure changes in journeys over time.

Know how to reach your customers

Whether in communication, marketing, sales or services: we can help you to reach your customers and optimise your marketing strategy.

SMARTnavigator

Using the advanced analytics in the 360°TOUCHPOINT method, we can answer all your questions on touchpoints and marketing:

- Via which touchpoints do (new) customers come into contact with your brand?
- In which phases of the customer journey are touchpoints really used
- How are your touchpoints judged by your customers, whether on- or offline?
- Which touchpoints are particularly important for each target group?
- How are your touchpoints seen in comparison to those of your competitors?
- Which touchpoint mix actually achieves added value?



ADDED VALUE FOR YOU

- Market share
- Brand strength
- Customer experience
- Customer satisfaction

ERGÄNZENDE MODULE

SCENARIOengine

The Scenario Engine finds the optimal mix

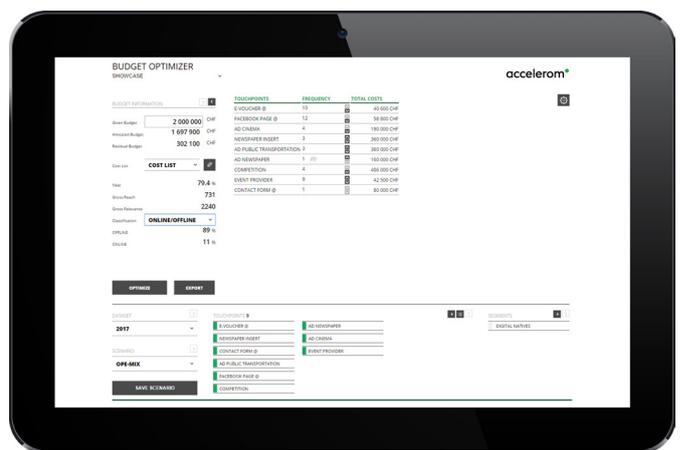
Let us help you take the next step. Our Scenario Engine uses intelligent algorithms to reveal your optimal activity mix for existing and future clients, whether B2B or B2C. With the Scenario Engine you can also call up optimal mixes yourself with just a click, then adjust and compare them.



BUDGEToptimizer

Optimize your investment

Once you have your optimized multichannel mix, you can take the next step and determine the most effective way in terms of ROI to share out your budget between individual touchpoints. You can create your strategies directly in the tool using the algorithm and drawing on the rich results of our 360°TOUCHPOINT analysis.



Accelerom AG

Accelerom is an international consultancy and research firm that helps companies achieve greater success for their B2C and B2B omnichannel marketing. We support our clients all the way from analysis, to decision-making, to bringing strategies and campaigns to life. Our solutions are consistently comprehensive, continuously measurable, and uniformly focused on impact and efficiency.

Proven in practice: Our methods and tools for marketing success have proved themselves for over ten years in more than 50 countries.

Recognized for innovation: Accelerom's unique, algorithm-based analysis modules have been developed with scientific partners through research initiatives of the Federal Commission for Technology and Innovation.

Scientifically validated: Our 360°TOUCHPOINT® methodology has been scientifically validated by the IPMZ (Institute of Mass Communication and Media Research) at the University of Zurich.