

RESOURCES FOR SPONSORSHIP & EVENT MARKETING MEASUREMENT

SPECIALIZED RESOURCES

The following companies specialize in the measurement of sponsorship and/or events, or offer a specialized tool or platform specific to sponsorship and/or events.

Blinkfire Analytics

www.blinkfire.com

Social media ROI for professional sports. Evaluates sports, media, and entertainment sponsorships across social, digital, and over-the-top (OTT) platforms. Uses artificial intelligence, machine learning, and computer vision to measure media value accurately and in real-time.

EventLink

www.go2eventlink.com

Event & Experiential marketing agency utilizing eventmetric, a proprietary data collection system that measures visits, location, dwell time, interaction, movement, impressions, concentration areas, flow/patterns, and bounce rates.

EventOPS

www.eventopssoftware.com

End-to-end software platform for management of events, including team management, project management, budget management, and reporting.

Hookit

www.hookit.com

Sports sponsorship analytics and valuation platform to quantify and track the value and performance of sports sponsorships in social and digital media.

Joyce Julius & Associates

www.joycejulius.com

Industry source for accurate exposure value measurement of sponsorship programs and branding efforts, including in-broadcast exposure analysis and comprehensive research analytics for earned media, on-site impact, promotions & advertising, fan surveys, and social media.

MVPindex

www.mvpindex.com

Uses AI and machine learning to value social sponsorship activations across sports, entertainment, and content creators at every stage of the sponsorship campaign – ranking properties and talent prior to launching, measuring engagement during the campaign, and valuing ROI in real-time.

Navigate

www.navigateresearch.com

Specializes in sports and entertainment research, measurement, and analysis to measure and value marketing investments.

Nielsen Sports (formerly Repucom)

www.nielsensports.com

Provider of analytics and insights within the sports industry. Combining solutions from sponsorship effectiveness to fan data capabilities with Nielsen's understanding of consumer behavior and media consumption.

splash

www.splashthat.com

Provides end-to-end event marketing technology to execute, measure, and scale your event programs.

Sponsor Breakthrough (Fizziology & Turnkey Intelligence)

www.fizziology.com

www.turnkeyintel.com

Analyzes both historical sponsorship research metrics and social media conversation allowing brands to measure and evaluate the impact of sports sponsorships:

<https://www.businesswire.com/news/home/20181128005048/en/Fizziology-Turnkey-Intelligence-Debut-Sponsor-Breakthrough-Offering>

SRI (Sponsorship Research International)

www.teamsri.com

Sponsorship & Lifestyle Marketing measurement for brands, rightsholders, and agencies providing initial property analysis, strategic appraisals and valuation, activation plan testing, post-event analysis, and ROI analysis.

MMi (Media Management, Inc.)

www.mediaaudit.com

<http://www.mediaaudit.com/media-audit/sponsorship-science/>

Providing end-to-end accountability solution covering all sponsorship investments. Leverages AI and machine learning for scalability, and Mmi 3rd party audience research and cost benchmarking data. Acquired Sponsorship Science in 2019.

SPONSORIUM

www.sponsor.com

Cloud-based software product for end-to-end sponsorship and community management. Manages incoming requests, enables access and reporting on current portfolio, and evaluates ROI with benchmarking and assessment capabilities.

YouGov

today.yougov.com

Global public opinion and data company. Continuously collects opinions from across the world about brands, politics, and current affairs.

GENERAL RESOURCES

The following companies are general agencies, vendors, or measurement providers that also provide measurement related to sponsorship and/or events.

Annalect (Omnicom Media Group)

www.annalect.com

Encompasses tech, analytics and consulting, in partnership with Omnicom Precision Marketing group. Recently launched Omni, a people-based precision marketing and insights platform designed to deliver a single view of the consumer, and which can be tracked and shared across the holding company's various practices: <http://www.omnicomgroup.com/newsroom/omnicom-takes-data-driven-marketing-to-the-next-level-with-launch-of-omni/>

Brandwatch Analytics

www.brandwatch.com

Social listening, social intelligence, and media monitoring company. Merging with Crimson Hexagon (announced October 2018).

comScore

www.comscore.com

Media measurement and analytics company providing cross-platform measurement, marketing data and analytics to enterprises; media and advertising agencies; and publishers.

Converseon

www.converseon.com

Social intelligence, strategy, and social listening. AI-powered analysis and insights of social listening and associated voice of customer data (sentiment). Integrates with Brandwatch Analytics to be able to mark up Brandwatch data directly within the Brandwatch dashboard.

Crimson Hexagon

www.crimsonhexagon.com

AI-powered consumer insights platform that allows clients to analyze audiences, track brand perception and campaign performance, and detect competitive and market trends. Merging with Brandwatch Analytics (announced October 2018).

GFK

www.gfk.com

Global market research company providing services in consumer insights, marketing effectiveness, and media measurement.

Ipsos

www.ipsos.com

Global market research company and consulting firm providing solutions in audience & platform measurement, in-market performance, and social intelligence.

iQ Media

www.iq.media

Cloud-based media intelligence platform for broadcast television, online news, and social media sectors that allows users to collect, analyze, and share content. Tracks paid and earned media occurrences across local, national and global TV markets in order to attribute true media and audience values to marketing efforts.

Kantar Millward Brown (WPP)

www.millwardbrown.com

Global leader in brand strategy consulting, advertising development and optimization, marketing and media effectiveness, and brand equity research.

Marketing Evolution

www.marketingevolution.com

Full-service provider of marketing ROI management solutions. Software platform intelligently monitors performance while the campaign is happening and can suggest real-time optimizations, and integrates online and offline media including social and mobile.

NetBase

www.netbase.com

Social listening and analytics platform that processes social media posts for business insights, research, customer service, sales, PR, and product innovation.

Neustar Marketshare

www.home.neustar/customer-analytics

Holistic, integrated measurement and analytics suite for marketers that provides a measurement, attribution, and optimization solution across all marketing channels and customer engagements.

NinthDecimal

www.ninthdecimal.com

Audience targeting, measurement & attribution. Omni-channel marketing platform bringing together audience data, including historical location data (Location Graph™) and mobile measurement conversion (Location Conversion Index®).

Phoenix MI (formerly Nielsen's TV Brand Effect)

www.phoenixmi.com

Quantify brand impact through mobile engagement of key audiences at stand-alone events or specific branded venues to understand the impact of your sponsorship on customer velocity to purchase, measure the brand transference of the event to your brand, and gain insights to maximize ROI on future sponsorships.

Placed

www.placed.com

Location-driven insights and mobile ad intelligence platform providing reports on consumers' offline behaviors.

Sprinklr

www.sprinklr.com

Customer experience management platform providing social media marketing, social advertising, content management, collaboration, advocacy, and social media monitoring.

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The ANA compiled this list based on feedback from members of the ANA Sponsorship & Event Marketing Committee and does not imply an endorsement or recommendation of services.

