

Understanding Which Creative Performs Best Just Got Easier

Digivizer adds features to allow anyone to see which paid social media creative is performing best in real-time, across channels and campaigns

Sydney, 26 October, 2020: Digivizer has added new features to its real-time analytics platform that makes it simple for anyone in the marketing ecosystem to see which creative is driving the best performance in paid-media campaigns.

Digital marketers can now analyse how well creative executions perform across Facebook, Instagram and LinkedIn, and assess the impact of the creative execution on measurements such as number of conversions, cost per conversion, click-throughs, impressions, reach and engagement. Marketers can also assess which combination of visuals, text and calls-to-action deliver the best performance outcomes for any given investment in paid digital media spend.

Without permission to access each individual social media platform separately, managers and digital marketers often struggle to understand which creative executions drive the best results, and what this costs. Intelligence can be late, or depend on an analyst, the creator or agency to send a report, often weeks after a paid creative program has ended.

Once all active platforms are connected to Digivizer, any number of marketing and management team members can be invited into a brand space in the platform. Anyone can then explore in real-time how organic, earned and paid media are performing across all social, search and web platforms.

"Business owners and marketing managers tell us that they want to easily see which creative is actually driving best performance, and of course which creative is performing badly," says Emma Lo Russo, co-founder and CEO of Digivizer. "And they want this information at their fingertips. They want to quickly make decisions about what to do in relation to budgets and future creative development. To do this, they need to be able to analyse campaigns as they are in play, not days or weeks later.

"These new features make it possible for anyone - the CEO, CMO, CFO, the creative director, the business owner and their teams - to know where to invest creative and financial resources next, and where to increase activity and where to stop marketing activity, to ultimately drive the best outcomes. Adding these visual summaries, viewable by a simple click, makes these insights so much more powerful than seeing them solely as campaign names in spreadsheets."

Digivizer plans start at US\$89 per month with no lock-in contract and with a 30 day free plan.

ENDS

Media assets

Digivizer has added features to its digital marketing analytics platform that allow anyone to see which paid social media creative is performing best in real-time, across channels and campaigns. Photo: Digivizer.

About Digivizer

Digivizer, founded in 2010, is Australia's leading digital marketing analytics technology company. Digivizer helps businesses get better results from their digital marketing, across owned, earned and paid media, in search and social, and in web performance, by giving them the information they need to make better decisions and improve their marketing ROI.

Digivizer's digital insights are available through a Software as a Service (SaaS) platform affordable to any business, and if required, digital marketing services.

Digivizer is an ad., development and technology partner of the major social and search platforms: Facebook, Instagram, Twitter, LinkedIn, and Google, and is a marketing and agency partner of Google and Facebook. It is also a partner of start-up venture capital investors Investible and Remarkable, and of global online retail outlet platform Shopify and BigCommerce.

Contacts

Digivizer is at:

Web: www.digivizer.com

LinkedIn: <https://au.linkedin.com/company/digivizer>

Twitter: <https://twitter.com/Digivizer>

Facebook: <https://facebook.com/Digivizer>

Instagram: <https://instagram.com/Digivizer/>

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