



Brand FORENSICS

OUR TECHNOLOGY FUNDAMENTALLY CHANGES THE WAY DIGITAL BRAND EFFECTIVENESS IS MEASURED

DEMONSTRATE VALUE TO THE BUSINESS

We believe in making you smarter. Analytics is not an “add-on” but an “always-on.” Brands now require more sophisticated analytics solutions that integrate with a holistic marketing operation and demonstrate value to the business. We lay the groundwork for you to tell a compelling story to the audiences that matter to you.



PERFORMANCE AUDIT

Measure what is working and what is not working for your brand. Identify top performers and roll out best-in-class marketing programs across your organization.



COMPETITIVE MARKET ANALYSIS

What are your competitors doing and how do you stack up? We'll be your eyes and ears in the marketplace to report on competitive activity and drivers of movement within your industry.



AUDIENCE DISCOVERY

Understand where your key communities are, what they look at, who they are connected to and the topics they like to talk about. Pinpoint entry points for engagement and strategies to build brand loyalty.



REPUTATION ASSESSMENT

Who are you in others' eyes? Investigate your brand footprint across channels and measure your company's reputation, mind share and effectiveness in the public sphere.

OUR TEAM

Our team has been at the leading edge of marketing analytics for over 10 years. We have worked with some of the world's leading full-service agencies, as well as cutting-edge big data analytics startups. Action Point's consultants have diverse strengths that range from product development and big data architecture to digital design and social strategy. With all of this expertise at the same table, we bring you seamless, action-oriented strategy.

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