CAMPAIGN BENCHMARK STUDY
Assess and verify the impact of your campaign

This new offering allows advertisers to assess and verify the impact of an advertising campaign. It’s not easy to obtain verifiable data on the effectiveness of an advertising campaign but this service provides support.

THE PROCESS

We survey our readers before your campaign begins as a benchmark and then again 6 to 24 months later to determine the impact of your campaign in the following four criteria:

- Awareness
- Familiarity
- Favorability
- Purchase likelihood

This allows you to better understand the impact of your advertising in Hydrocarbon Processing.

RATE: $4,250 PER CAMPAIGN

GET STARTED

- Fill out the Campaign Benchmark Study form on the back of this flyer.

CONTACT US

Please contact your local sales representative or Catherine Watkins, Vice President & Publisher, Hydrocarbon Processing at Catherine.Watkins@HydrocarbonProcessing.com or +1 (713) 520-4421.

Need more information? WATCH NOW
CAMPAIGN BENCHMARK STUDY
ORDER FORM

☐ Yes. I want to participate in Hydrocarbon Processing's CAMPAIGN BENCHMARK STUDY.

I understand that Hydrocarbon Processing will bill (☐ my company) (☐ my agency) $4,250 per campaign upon delivery.

Company __________________________________________________________ ________________

Address ____________________________________________________________

City ___________________________ State ________________________________

ZIP ___________________________ Country ______________________________

Phone __________________________ Email ________________________________

Name __________________________ Title ________________________________

Signature _________________________ Date ______________________________

Agency Name
(if different from above)_________________________ Phone __________________________

Submit this space reservation form and forward your advertising materials to:
Advertising Production at AdProd@GulfEnergyInfo.com.

For more information:
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