

# WARC

## WARC is the global authority on marketing effectiveness.

As the go-to Marketing Effectiveness Platform we help you develop highly effective marketing across strategy, media, creative and digital commerce.

This guide is to provide you with an overview of the key areas of the Marketing Effectiveness Platform. Please note that you might be prompted to login when clicking on links. Don't have a subscription to the entire platform? Not to worry - you can still explore and contact the team if you are interested to learn more if you like what you see.



### Getting Started

#### My WARC

Ensure your content, channel and category settings are up to date for a more tailored experience on WARC. Set which daily/weekly bulletins you would like and receive content directly to your inbox.



### Home

#### Browse by interest

Start your searches on WARC more effectively and browse by specific topic, category or geography.

#### The Feed

Daily content and news on the go curated by WARC editors.

#### WARC Talks

A series of talks including podcasts and webinars covering today's pressing marketing challenges. Direct access to thought leadership and insights from global CMO's and experts.

# WARC

## WARC Strategy

The ultimate go-to source for the research, analysis and benchmarking you need to create commercially successful campaigns.



### [Case Finder](#)

22,000+ case studies at your fingertips that tell the strategy and effectiveness stories of different campaigns that have won effectiveness awards around the world



### [Best Practice](#)

A collection of reports and articles featuring ideas and guidelines for the most effective marketing, including What we know about, What's Working In reports and Spotlight series



### [WARC Guides](#)

Our monthly commissioned reports offering an in depth and full 360 overview on a specific trend or pressing topic within marketing e.g. Connected TV, Scale-up brands, Net zero marketing



### [Sustainability Hub](#)

A one-stop resource to help marketing practitioners worldwide tackle the challenges and find innovative ways to implement more sustainable actions to address the climate crisis



### [Strategy Toolkit](#)

An online learning course to sharpen your team's strategic thinking skills around marketing and brand strategy, consumer insight and campaign development

## WARC Media

Back up your insights and strategic recommendations with the numbers and data behind it.

### [Interactive Data](#)

Visualise, filter and export advertising spend, media consumption and media costs with our innovative and easy to use interactive dashboard.

### [Data Points](#)

Strengthen your pitches and recommendations with rigorous category, market and consumer data points - download as PDF or PowerPoint.

### [Global Ad Trends](#)

Bi-monthly series of reports using WARC Media data to uncover the latest trends driving the global advertising market.

### [Investment benchmarks](#)

Optimise your media effectiveness and enable best in class execution using our suite of verified benchmarking data. Compare key metrics across 100+ advertisers, 19 product categories, and all major publishers and advertising formats in 100 markets worldwide.

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## WARC Creative

Transform the commercial impact of your marketing and boost your commitment to the power of creativity with our unique proprietary tools.

### Rankings

The ultimate benchmark for marketing, celebrating excellence in creativity, media and effectiveness. We combine the winners' lists from the industry's most important global and regional awards shows to establish the annual worldwide league tables for the advertising industry.

### Rankings Interactive - NEW

Cut data and track your own performance over time by benchmarking against your peers and the most awarded work.

### Creative Effectiveness Ladder

An easy to use framework to help you benchmark and plan effective creativity.

### Creative Effectiveness Planner

In three easy steps we tell you where you are today and give you advice and best practice on how to meet your objectives.

### Campaign Library

Tap into our regularly refreshed database of hundreds of campaigns tagged against the Ladder - these epitomise creativity that has worked.



## WARC Digital Commerce

Create a winning marketing strategy for the major digital commerce platforms, backed by our data-driven analysis, brand performance indices and sharp commercial insights.



### The dComm Index™

Compare your brand performance with competitors across categories and platforms like Amazon, Walmart etc. New platform deep-dive and cross platform analysis coming soon.



### Best practice

Get insight from the brands that score highly, see where they feature in the Index, and what they did (or didn't do) to get there.



### Data points

Use our performance benchmarks to measure yourself, plan media investment and develop a strategy that yields results.





# WARC

## Bespoke services

Looking for something more specific to meet your marketing needs? Then look no further than our range of services tailored to your business.



### [Ask WARC](#)

Get the information you need quickly with direct access to WARC's research team. Our confidential research service answers a vast array of marketing and media questions within just 48 hours.



### [WARC Advisory](#)

Through our bespoke consultancy for marketing effectiveness, we partner with customers to develop tailored solutions to overcome any marketing challenge.



### [WARC Academy](#)

Our bespoke learning sessions will help your team keep pace with the latest trends shaping the marketing landscape to create compelling campaigns that produce tangible business results.