

3 Ways Automation in Market Research Can Help Ad Agencies Meet Client Expectations

“Brands want answers to specific creative campaign questions before their activity starts (around messaging and execution), while it is live (to assess how the target audience is responding) and when completed (to determine what ROI it has delivered).”

IMPROVE ACCURACY

Technology provides real-time, location-based behavioural data about consumers.

DRIVE EFFICIENCY

Real-time research of consumers can improve the experience while it's happening by speeding up the collection of data.

MAINTAIN HUMAN TOUCH

Automation can make ad testing more intuitive providing more time for human's to analyze the results and produce actionable insights.

