

Brand Impact Studies

What are Brand Impact Studies?

Evaluate the different elements of your campaign and focus on what's driving the best outcomes. Understand how brand awareness, consideration, consumer attitudes, key message communication and purchase intent are affected by:



Ad format

Rich media, standard display or native ads



Ad channel

Facebook, Instagram, publisher networks



Creative execution

Messages and creative concepts.



Device

Tablet, smartphone or desktop.



View frequency

How many times the ad is viewed.

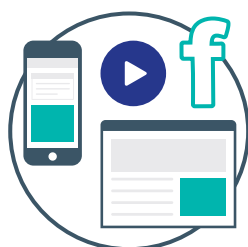
The benefits of Brand Impact Studies:

- Combine our responsive panel with programmatic ad targeting to guarantee campaign exposure.
- Test brand impact of campaigns in-market before major campaigns go live.
- Gain strategic insights on which channels, formats, creatives and devices have the best impact.
- Reduce wastage by delivering ads and messages that have a greater impact.
- Save time & money by understanding what doesn't work.
- Easily access insights through reports that you can share with your colleagues.

How do Brand Impact Studies work?



1. Select audience(s).



2. Display ads using programmatic.



3. Survey exposed and unexposed.



4. Insights on brand impact of campaign.



5. Optimize campaign by spend, creative or message.

