



Make Informed Decisions When Optimising Your Digital Ad Campaign

Now, more than ever, marketers are looking for ways to optimise their advertising campaigns based on real-time results, enabling creative and media changes to be made while the campaign is still live. Millward Brown Lansdowne/Dynamic Logic now offers clients a quick-response solution, called **Adometer™**, that allows for an early “check” on their advertising’s performance using real-time attitudinal and demographic data. Clients can optimise across creative themes or site placements to ensure a campaign is on target to achieve its intended goals.

Millward Brown Lansdowne/Dynamic Logic stands behind the importance of understanding the impact of an advertising campaign based on attitudes and perceptions of the brand, which often take time and repetition to develop. At the same time, we recognise the value of getting an early indication of campaign performance, and Adometer provides this. It is not a replacement for a more thorough, in-market measurement of attitudinal impact, but rather a useful complement to an AdIndex® study.

How memorable is your ad?



How It Works

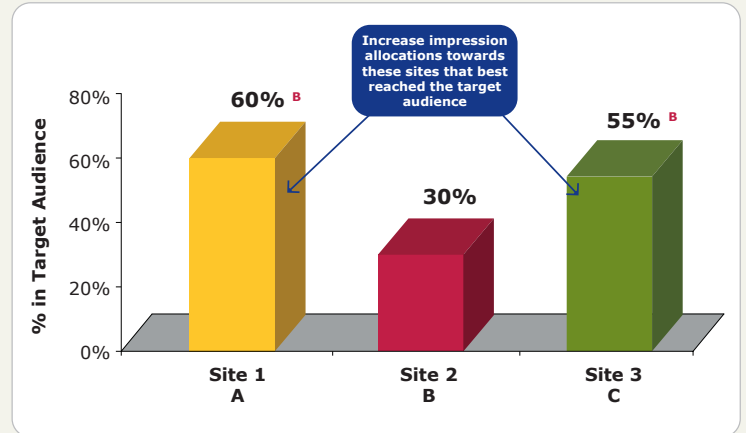
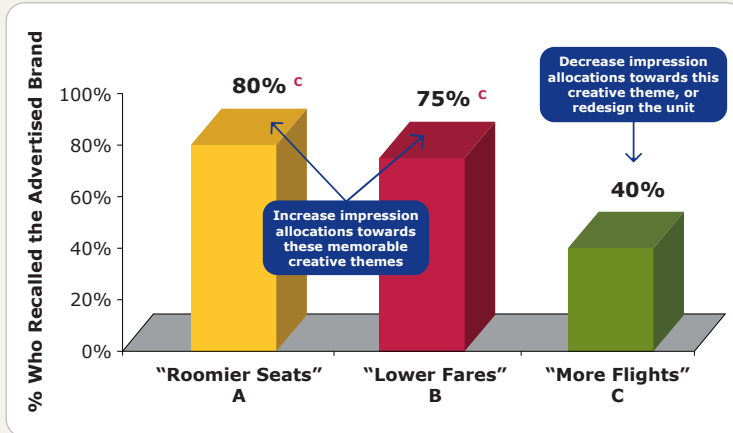
While there are many factors that play a critical role in a campaign’s effectiveness, breakthrough is one of the foundational blocks of building brands. With Adometer, clients now have a quick, cost-effective means for measuring initial breakthrough based on how memorable the ad is and whether the ad is reaching the target audience.



After an ad’s full rotation, a short survey launches within the same ad space prompting respondents to answer 4-5 questions on demographics and ad recall. The same survey is served to every nth impression across sites, within various creative themes of ad units of the same size. Upon completion of the survey, the ad reappears for the remainder of the viewer’s time on that page.



Actionable Insights: Creative & Site Placement Optimisation



A/B/C = Statistically significant difference between groups at a 90% confidence level

Why Adometer?

- Quick results in real-time via an easy-to-use online interface
- No control group required
 - Therefore, no concerns about balancing audience profiles and no need to wait for weighted data
- Cost effective
 - In-banner survey eliminates need for additional impressions
- Complements AdIndex® studies, the industry standard for measuring in-market, advertising effectiveness
- Customised results
 - Can be filtered by the target audience or other audience segments defined in the survey questions

The Bigger Picture: Optimise *Beyond* Behaviour

Millward Brown Lansdowne/Dynamic Logic offers a unique view on how to best leverage real-time optimisation for branding campaigns. While behavioural measures are important, they are only a portion of the measures needed to assess impact for optimisation. Adometer's attitudinal measures offer an alternative or enhancement to traditional online tools that optimise based on click-through or lead generation alone, which can often provide a misleading picture of a branding campaign's true impact.

If you would like to know more about how you can establish an early indication of how your online ad is performing, please contact us:

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