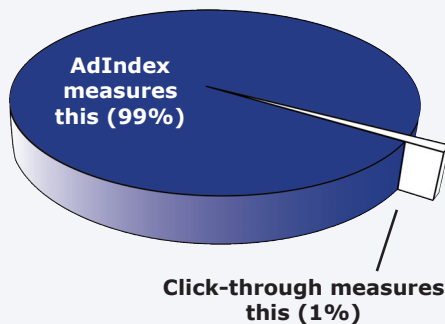




## Is Your Online Advertising Effective?

Millward Brown Lansdowne/Dynamic Logic is a leading market research company with expertise in measuring marketing effectiveness. We have measured the effectiveness of over 6,000 advertising campaigns in more than 26 countries for top global advertisers, agencies, and media owners.

**Less than 1%\* of people who see an online campaign click on it. It is imperative to understand the effect on the other 99%.**



\* Click-through rates range from 0.1% to 0.2% for display ads and 0.4% to 0.74% for video. —DoubleClick

AdIndex® is a survey-based approach that isolates the impact on key brand metrics like Brand Awareness, Message Association, Brand Favourability, and Purchase Intent, while the campaign is running live, in-market.

## How It Works

AdIndex uses a short, online survey and a control/exposed methodology to quantify the difference in attitudes between those users exposed to the campaign and those who were not. AdIndex analyses the branding impact of online advertising campaigns, including video, micro-sites, and sponsorships during the diagnostic stage of the advertising cycle. Our **AdIndex for Mobile** solution has been created specifically to measure advertising on Wireless Application Protocol (WAP) sites.

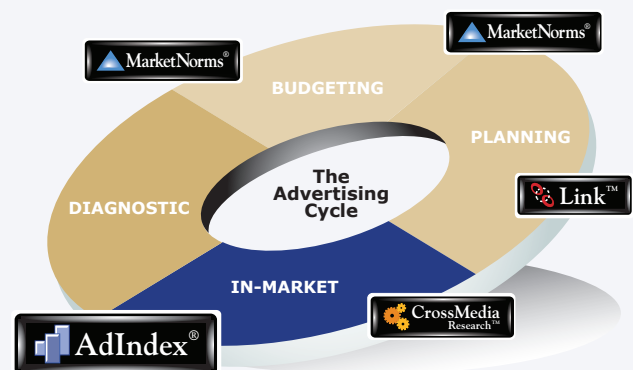
## Flexible Solutions

The AdIndex suite offers flexible and customisable research that can be tailored to best suit your needs. AdIndex Vertical (AV), AdIndex Brand, and AdIndex Media analyses are designed to provide the level and research focus desired for each campaign. Insightful results are put into context using Millward Brown Lansdowne/Dynamic Logic's MarketNorms® benchmarking database (containing performance data from over 6,000 campaigns and over a dozen industries), increasing the analytical relevance of the results.

## Research Insights

AdIndex provides analysis and actionable feedback from our research analysts to deliver the "why" behind the numbers and help you:

- Understand the true impact of your online ad campaign using traditional brand metrics
- Identify the most and least effective elements of your online campaign to improve understanding and optimise future campaign performance
- Compare how your online ad campaign measures up against the industry average





## Choose the Focus for Your Research

Millward Brown Lansdowne/Dynamic Logic's range of AdIndex solutions offer greater flexibility and superior depth of analysis. Choose the most appropriate analysis for your specific research objectives and your budget. Each report tells a clear and easy-to-follow, customised story based on your online campaign's results. Our research experts will help you determine the best fit.



### ■■■■ AdIndex Vertical (AV)

The AdIndex Vertical (AV) delivers an overall measurement of online ad performance, highlighting strengths and weaknesses. AdIndex Vertical can help you:

- Evaluate your advertising impact against the overall and target audiences
- Measure the branding effects of online sponsorship initiatives
- Explore the demographic and psychographic drivers of your campaign's performance
- Identify the optimal frequency level, creative format, and Web site by campaign objective using easy-to-follow visual cues

### ■■■■ AdIndex Brand

The AdIndex Brand analysis informs future online branding decisions by evaluating the advertising's strengths and limitations in the context of the online audience's relationship with the brand, category, and key competitors. Includes the AV analysis plus:

- **Competitive analysis** - evaluates the brand's position relative to competition and explores the campaign's success in differentiating the brand
- **Enhanced creative analysis** - explores respondent opinions towards the dominant creative execution
- **Deeper audience analysis** - allows for greater understanding of consumer characteristics as they relate to advertising impact

### ■■■■ AdIndex Media

The AdIndex Media analysis assists with future media decisions by evaluating advertising impact of online media variables including Web site placement, creative format, and frequency. Includes the AV analysis plus:

- **Advanced media analysis** - impact and audience profile by Web site
- **Enhanced creative analysis** - explores respondent opinions towards the dominant creative execution
- **Enhanced frequency analysis** - evaluates effectiveness beyond 4+ exposures and determines optimal frequency level by campaign objective and by creative format

■■■■ **AdIndex Premium** is a comprehensive analysis including all features of the Brand and Media focus deliverables above.



**Want to focus on creative?** Ask our research experts how we can provide insights on specific creative executions so that you know more about what people like and dislike about your ads to improve the next campaign.

If you would like to know more about measuring the effectiveness of your online campaign, please contact us:

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