

Using technology for accurate campaign evaluation

Ad Campaign Evaluation

- ACE ©

MetrixLab's ACE methodology monitors the effectiveness of online advertising campaigns over time.

It is a live, in-market test that measures the total branding impact of an online advertising campaign. It can



Measuring the brand impact of online campaigns

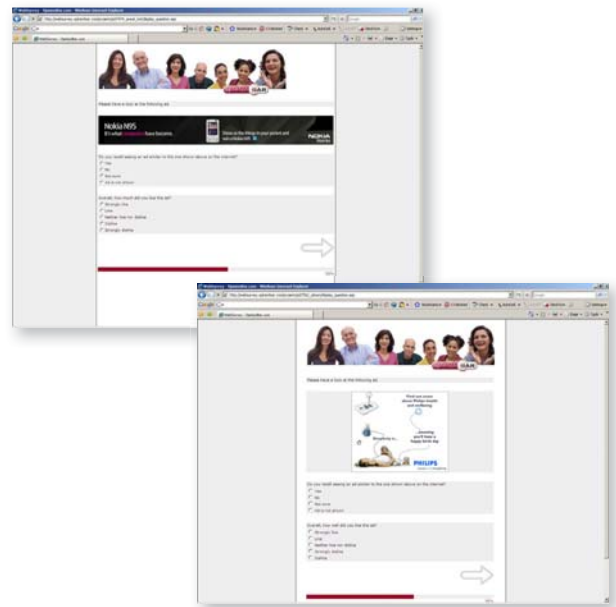
be used with all forms of online creative to evaluate nearly every type of online campaign. With ACE you can compare your campaign performance to your major competitors using our global benchmark that consists of over 250 campaigns.

MetrixLab's ACE methodology has been used in over 250 projects by many of the leading players in the online sector, including portals, major advertisers and media agencies across Europe, covering a wide spectrum of products, brands and markets.

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- ACE can be used by media agencies, advertisers and publishers to understand the total branding impact of an advertising campaign, taking into account everyone who has actually been exposed to the campaign - not only those who clicked through
- The approach has been designed to be used with almost any form of online creative, including normal display and rich media banners, video ads, overlays, html, email and sponsored links
- We provide you with unique benchmarks at each stage of the project so you can evaluate your online campaign against both your immediate competitors and other advertising being viewed by your target audience
- By using a 'tagging' technology we can determine if and how many times people are exposed to a campaign. This measured information is more accurate than recalled. MetrixLab has worked with many ad networks to ensure that the ACE tagging technology can be used with all ad server technologies including Dart, AdExpert Eyeblaster, AtlasDMT and Checkm8

- We can measure within the sites where the campaign is running and for larger campaigns we utilise our own panel of 500,000 European consumers
- In contrast to other methodologies in the market, our approach enables us to measure at the most appropriate time i.e. we do not measure directly after the exposure of the advertisement because this creates invalid results
- The online methodology engages our respondents, ensuring high response rates, valuable insight and findings that you can base your advertising decisions upon
- At the completion of the project you'll receive a clear diagnostic report highlighting the effectiveness of your advertising campaign in terms of brand, sponsorship and campaign awareness, message take-out, frequency build up, purchase intent, brand favourability and attributes, creative performance, ad recall and reach %
- During the research your team will have access to the online tracking system to measure response rates. At the end of the programme, your experienced MetrixLab project team will present the findings back to you in a workshop, discussing the key findings and their implications for your business.



Surveys based on actual online media exposure

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ACE works by using two groups of respondents, the 'exposed' group that has been actually exposed to the campaign and the 'control' group that has not been exposed to it. The technique is founded on the traditional research approach of tracking a campaign, but it is more detailed, and covers more extensive metrics.

By interviewing a randomly selected population at a specific moment in time, we can isolate the **contribution of an online campaign** on the awareness and attitudes of consumers.

We use advanced technology to ensure the accuracy of both our samples so the only difference in the knowledge and attitudes between the two groups is their **exposure to the online advertisement**. Therefore any differences in the knowledge and attitudes of the groups can be attributed to the impact of the online advertising campaign.

We use the **MetrixLab benchmark** to provide insight into the performance of the online advertising campaign. Our benchmark has tracked over 250 campaigns in the last three years. This includes campaigns from a local, international and industry database.

The insight an ACE project that MetrixLab will provide includes **practicable learning and actions** that can help you improve future online campaigns. You will work with a skilled team of consultants who will offer guidance and prepare recommendations based on the findings of the research. These will include the effects on branding metrics, an effective reach analysis, frequency analysis and creative/content performance.

ACE Dashboard

Category	Value 1	Value 2	Value 3	Value 4	Value 5	Value 6
Average Impressions	1.2k	1.2k	1k	1.2k	1.2k	1.2k
Effective Reach	10%	10%	10%	10%	10%	10%
Ad Recognition	10%	10%	10%	10%	10%	10%
Ad Recall	10%	10%	10%	10%	10%	10%
Top of Mind Awareness	10%	10%	10%	10%	10%	10%
Brand Awareness	10%	10%	10%	10%	10%	10%
Ad Recall	10%	10%	10%	10%	10%	10%

Advertising Awareness

Ad Recall	Nonexposed	Exposed
Newspaper	10%	12%
TV	10%	12%
Magazine	10%	12%
Outdoor	10%	12%
Radio	10%	12%
Internet/mobile	10%	12%
I have not seen/heard/read any advertising for this brand	10%	12%

ACE Methodology

Exposed
Random sample
Unexposed
Survey:
- Branding Effects
- Communication Effects
- Background characteristics

Control - Exposed methodology using cookie based technology

Extensive powerpoint reporting by MetrixLab consultants

Online dashboard reporting for quick insights

The MetrixLab Media & Advertising Research Methodologies

We have developed our own unique research techniques to help our clients test and evaluate their advertising campaigns prior to launch, during a campaign and evaluate their effectiveness across different media during and after the campaign. They are **ACT** for diagnostic campaign testing, **ACE** for campaign evaluation and **CMO** for cross-media research. These approaches combine qualitative and quantitative techniques with MetrixLab's team of research specialists. We have developed state-of-the-art processes, models and stimuli to make the online research environment work effectively for our clients. The results are practicable, allowing you to get most benefit from the research for your business. Companies who have worked with us on media and advertising research include Canon, Nike, MSN, KLM, ING, Renault, McDonalds, Microsoft and Unilever.

About MetrixLab – An innovator in online research

MetrixLab is a global online research company, specializing in the areas of new product development, brand communication, e-business performance and stakeholder management. Over the past seven years MetrixLab has grown to be one of Europe's leading online research companies. With offices in Rotterdam, London, Munich, Hamburg and Madrid, MetrixLab conducts online research in 44 countries worldwide and works with 52 of the top 100 global brands such as Microsoft, Philips, Unilever, Siemens, PepsiCo, KLM, Canon and TNT. We are the major supplier of online and cross media campaign tracking, advertising pre-testing, online product concept and pack testing, global consumer communities, website user testing and client and employee satisfaction research.

Our strategic goal is to be recognised as the online research thought leader in delivering high-quality information and profound consumer insights that help our clients improve marketing ROI. Our experienced team continually tests the boundaries of consumer research innovation, combining cutting-edge online technology with scientifically proven qualitative and quantitative research methodologies. For more information about MetrixLab please contact:

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