



# Connect: DIGITAL

Optimise your digital ads,  
maximize your brand impact,  
minimize your media spend

## THE CHALLENGE



Which of my ads gain and hold attention?

Which ads are attributed to my brand?

Which ads communicate the intended message?

Which ads deliver a meaningful brand impact?

## THE SOLUTION

1 Ads served live on platform with video and article content



- Respondents choose to view, skip or scroll your ads
- They access the platform on any device they choose (Mobile, PC)

2 Measure ad potential to earn the right to be viewed...



Viewing Behaviour

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Time viewed



% ad on screen

### MOAT

- Industry recognized digital ad view metrics

3 ...post exposure survey measures of attention and brand impact



Salience / Attention



Brand Impact



Creative Diagnostics

## THE ANSWERS

#1

How long my ad must be viewed to deliver its message



#2

Which of my executions have the greatest brand impact



#3

Which ad format best fits my execution

