



Ipsos Connect

CONNECT: DIGITAL

OPTIMISE YOUR DIGITAL ADS

MAXIMISE YOUR BRAND IMPACT

MINIMISE YOUR SPEND

DIGITAL NEVER STANDS STILL

People are consuming more digital content, with UK digital ad spend up by 17% in 2016, reaching £10.3bn: source IAB. The appeal of being able to target specific audiences and the rise of new ad formats (particularly online video) has enabled advertisers to move away from just seeing digital as an activation medium (by looking at clicks and views) towards using digital to achieve brand building goals.

CHOOSE THE RIGHT METRICS

We know that measuring digital metrics like views and clicks has little relationship with how the campaign delivers brand impact, such as brand closeness and consideration. Advertisers need to think differently and ask themselves alternative questions:

- Which ads gain and hold attention and are attributed to my brand?
- Which ad creative / format delivers meaningful brand impact?
- Does a 2 second exposure engage the consumer?
- How can I get my target audience to view my ad without skipping or scrolling?

Advertisers need to test their digital ads to ensure they earn the right to be viewed and can deliver their brand objectives.

INTRODUCING CONNECT:DIGITAL

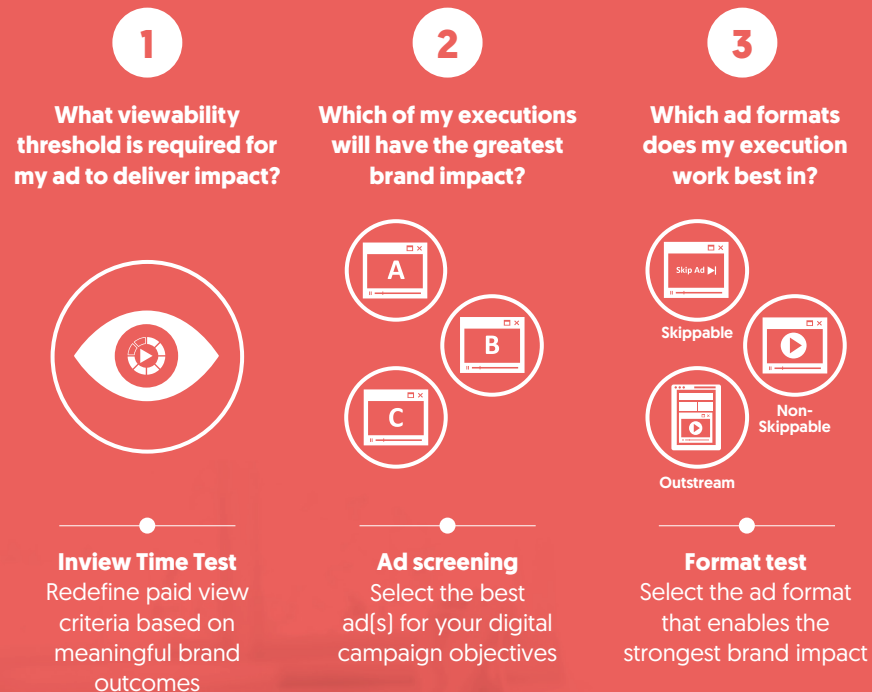
Connect:Digital is a live website (available on desktop and mobile web browsers) where we serve your digital ads and then follow-up with a survey to test the impact the ad has on your brand. We also offer diagnosis on the creative.

Partnering with MOAT, we collect viewing behaviour of the ads within the context of a live web browsing experience. This enables ads to be evaluated in a completely realistic way, i.e. on a website where people can skip, scroll away, freely roam to another page.

It's here where we see the benefits of combining view (behavioural) and brand (survey) metrics to allow advertisers to select the best digital ads and formats before launch as well as the ability to measure view time thresholds needed to deliver against brand goals.

HOW CAN CONNECT:DIGITAL HELP YOU?

Connect:Digital answers advertisers' key questions





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**FOR MORE INFORMATION ON OPTIMISING
YOUR DIGITAL ADS, PLEASE CONTACT:**

RESEARCH DIRECTOR



Nick is one of our digital experts within Ipsos Connect. He is particularly interested in innovation and new research techniques to gain a deeper understanding of consumer behaviours and he is currently working on a number of initiatives testing virtual reality, biometrics and mobile passive measurement.

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ASSOCIATE DIRECTOR



Andy is an Associate Director and also one of our digital experts within Ipsos Connect. He is particularly interested in data integration and how combining web analytics and other sources with survey data can provide brands with a fuller picture of their performance.

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