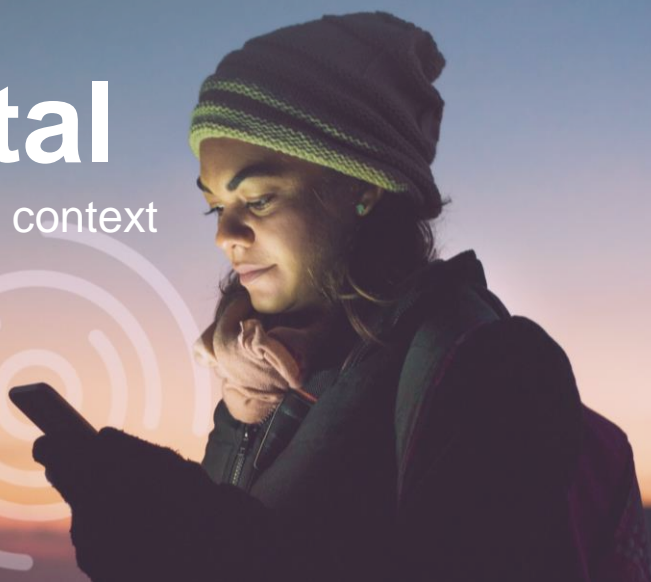


Connect:Digital

Optimize your creative and thrive in context



Evaluate ads in live digital platforms to understand within days if the ad works in platform context and makes the best use of the digital media buys

THE BUSINESS QUESTION

In the current attention deficit economy, more than ever advertisers want to create strong digital video ads that will beat the skip and thrive in the context they are placed in to create strong attention and desire for the brand advertised.

OUR APPROACH

Ads are placed in live Facebook, Instagram and YouTube feeds



Ads are evaluated by consumers, in the moment, on computers or smartphones

THE ANSWERS TO YOUR QUESTIONS

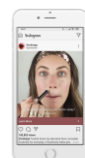
How long my creative must be viewed to deliver its message?



How do my creative executions perform and how to optimize further?



Which social platform and ad format best serves my creative?



inSite facebook YouTube Instagram

WHY CONNECT:DIGITAL BY IPSOS?

Behavioural Metrics recognized by the industry



Brand Metrics grounded on Ipsos ASI:Connect



Ipsos expertise in communication testing and proven metrics

Concise deliverables for fast decision



Available in 21 countries and still expanding



GAME CHANGERS

