

Connect: Digital evaluates ads in live digital platforms to understand within days the potential of the ads and where to optimise.

THE CHALLENGE

78% of Facebook ads are watched for 3 seconds or less. In this context, how to understand quickly if a digital ad works as is, or needs optimisation.

THE SOLUTION

Digital ads are:

(9)

Viewing



Served and evaluated in live digital platforms



Evaluated on behavioral metrics

Time viewed



Assessed on Brand Metrics grounded in Ipsos ASI:Connect



Attention







Creative diagnostics

THE ANSWERS



How long my ad must be viewed to deliver its message



Which of my executions have the greatest brand impact



Which ad format best fits my execution













