Connect:Digital
Lighten a world of uncertainties
DIGITAL STATS can be SCARY and RAISE UNCERTAINTIES on the ACTUAL EFFECT of Digital Ads

In this context, how can you develop effective Video Ads?

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**Sources:**
1. Ipsos and internal client sales performances in countries where TV ad were not tested
2. Nielsen
3. World Federation of Advertisers (estimated range)
4. Comscore vCE Benchmarks, Q3 2017
5. Ipsos Connect Live R&D Learning
Connect:Digital evaluates ads in live digital platforms to understand within days if the ad works as is, or needs optimization.
Connect:Digital
LIGHTENS A WORLD OF UNCERTAINTIES
and help advertisers develop strong VIDEO ADS

1 - that will thrive in live digital platforms
2 - that consumers will be willing to view and not skip
3 - that will gain attention ...and for long enough
4 - that will build desire for the brand
With Connect:Digital video ads are tested in the right context...

Ads are placed in live Facebook and YouTube feeds

Ads are served and evaluated in live digital platforms

Ads are evaluated by consumers, in the moment, on computers and smartphones
… And with the right metrics

Behavioural Metrics recognized by the industry +

Brand Metrics grounded on Ipsos ASI:Connect
Connect:Digital metrics are proven to drive effectiveness

**Behavioural Metrics**
- recognised by the industry

**View Metrics**
- Time viewed
- % ad on screen
- Do people choose to view the ad or skip and for how long

**Brand Metrics**
- grounded on Ipsos ASI:Connect

**Brand Metrics**
- Attention
- Brand Desire
- Does the ad trigger attention and build brand desire
Digital offers many metrics but the success of an ad depends on its ability to earn attention and to deliver an impact for the brand. We need to combine the right attitudinal and behavioral data that measure the metrics that matter.

"Measurement is fabulous. Unless you’re busy measuring what’s easy to measure instead of what’s important."

Seth Godin
Author, entrepreneur, marketer
Lighten your world

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