

Opmitize your Digital ads (Video & Display) and maximize your

## **BRAND IMPACT**



How long my ads must be viewed to deliver their message?



Which of my executions will have the greatest brand impact?







Which ad formats does my execution work best in?



How Video Branded Content impacts your brand?

lpsos pre-tests your digital ads recreating a real life experience using a live website.

Take advantage of both **Behavioral and Survey** metrics to learn how your digital ads impact your brand.



**Ipsos Connect** specializes in addressing audience measurement issues and helping brands communicate effectively.

Ipsos Connect has **4 service lines**: audience measurement and understanding, communications testing, digital format testing, brand and communications performance and effectiveness.

More informations:



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**At Ipsos** we are passionately curious about people, markets, brands and society.

We make our changing world easier and faster to navigate.

We inspire our clients to make smarter decisions.

We deliver with security, semplicity, speed and substance.

We are Game Changers.

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