

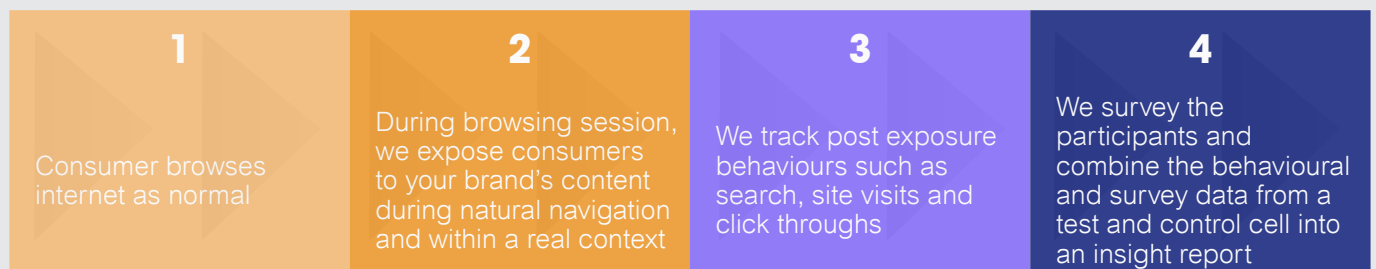
Ipsos ASI **live|test**



Live Test uses ad replacement technology to evaluate creative and channel effectiveness, much earlier in a campaign than is possible with other techniques. By using natural exposure, and measuring both behavioural response and brand effects, it provides the insight to make the right decisions for your digital campaign at launch, or even pre-launch.

Uniquely, Live Test makes use of the real context of media sites you intend to buy. It therefore provides insight into synergies of creative quality and media buy, measured reliably and objectively.

How Live Test works:



Whether you want to optimise your campaign prior to launch, or learn about how to evolve it in-market, Live Test equips you with the insight to make the right decisions.

You are empowered to make the right decisions for your brand by understanding:

- Which potential creative is working hardest to deliver against your brand objectives
- What you can do to optimise your creative before launch
- Which websites will generate the most impact for your brand
- Which publisher mix will optimise your in market campaign results

Live Test combines behavioural web analytics (exposure, unique views, target reach, effective sites, etc.) with survey data (sales, equity, advocacy, etc.) into one single dataset. The result is that you know what action to take to launch the most effective digital campaign for your brand.

Uniquely, Live Test measures:

- Real Brand Effects: Whether your digital assets have the potential to build your brand, whether your objectives are building sales, equity or advocacy.
- Real Media Effects: Assessing content in a realistic context, when consumers are in a "real world" mindset and navigating naturally
- Holistically: You know 'what happened' via the traditional behavioural data and analytics provided. But more importantly, you know 'why that is important' for your brand

For more information please visit our website www.ipsos-mori.com/asi