

BRINGING EFFECTIVE INSIGHTS TO LIGHT

intuitively, intelligently, instantly

DYNAMIC CROSS MEDIA REFERENCE DATABASE AT YOUR FINGERTIPS

OVER **4,800** CASE STUDIES

OVER **1.1 MILLION** RESPONSES

THE EFFECTIVENESS METRICS

RECALL Do people remember seeing the content

RECOGNITION Were people aware of the brand

ENGAGEMENT Did people engage with the message

ACTION Did the ad drive action

USE OUR INTERACTIVE DASHBOARDS TO TEASE OUT INSIGHTS & TELL COMPELLING STORIES ON HOW ADVERTISING WORKS

SUMMARY & DETAILED EFFECTIVENESS METRICS

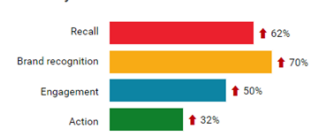
DYNAMIC COMPARISONS TO INDUSTRY NORMS

EXPLORE, EXPERIMENT AND DISCOVER THE STORY BEHIND THE DATA

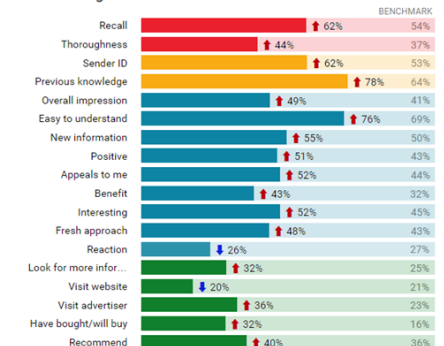
Country: UK & Ireland combin Industry sector: Food, Drinks & Tobacco Ad Type: Print display

Gender: Male Female Age: Under 45 y/o 45-64 y/o 65+ y/o Personal income: Total

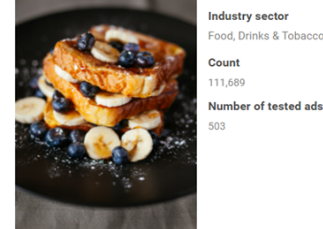
Summary Metrics



Detailed diagnostics



Industry information



INTERROGATE THE FULL DATASET IN OUR FLEXIBLE CROSTAB SOLUTION TO GET A FULL PICTURE OF MEDIA PERFORMANCE

IMMEDIATE COMPARISONS ACROSS MEDIA CHANNEL & AD FORMATS

Choose your selection criteria

AD TYPE

DAY OF WEEK

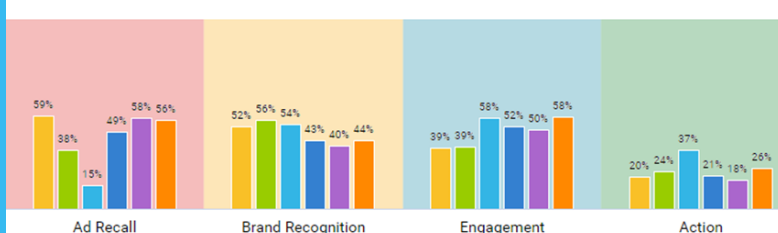
FREQUENCY

SIZE OF AD

AUDIENCE

MESSAGE

Print display Web Display Web native Print native Radio commercial Moving picture



Quarter page Half page Full page Cover/Wrap

