

**DATA**iNTELLIGENCE

# AD IMPACT

Brings **VALUE** in purchase intent.



## WHAT IS IT?

Evaluates campaign perception at the representative mass level, gathering KPIs (Key performance indicators) comparable with business results.

## WHY WOULD YOU NEED IT?

- It is based on quantitative research providing weekly or monthly information about the impact of each creative, irrespective of the medium (digital – all platforms, TV, OOH, Print), in terms of awareness sufficiency, recognition of the brand, recalled creative elements or message, actions determined by specific executions.
- In addition, it isolates and attributes an up or down-lift in the purchase journey or brand image attributes to each ad.



# AD IMPACT

# CASE STUDY

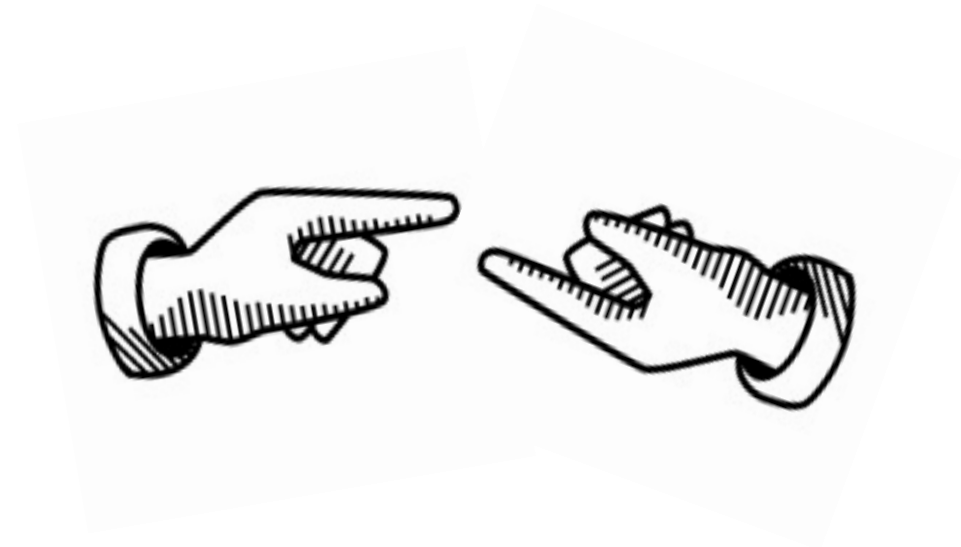
## **OBJECTIVE:**

Test the impact of each creative, irrespective of the medium (digital - all platforms, TV, OOH, Print), in terms of awareness sufficiency; recognition of the brand; recalled creative elements or message; actions determined by respective execution, up/down lift in purchase journey or brand image attributes.

## **BUSINESS VALUE:**

- Recurrent campaign measurement enables adjustments of creative executions to increase the brand's share of thought in consumer minds, triggering purchase intent.
- For new unestablished campaigns, creative adjustments led to the doubled top of mind and a 40% increase in purchase intent.

# LET'S STAY IN



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