

What's the benefit for you?

Our Advertising Effectiveness capabilities help clients **quantify and evaluate the effectiveness of their campaigns** across platforms, uncovering the causality between campaign exposure and impact and proving the impact of spend.

A cookie is dropped
on all panel members and a tag is integrated into digital ads

Exposed group
We invite people with a cookie who have been exposed to the tag to take part in our survey

Control group
We interview a demographically matched group who haven't been exposed to the tag

Why GWI?



- ✓ **Multi-platform:** Our digital measurement capabilities enable clients to track campaigns across PC/Mobile/Tablet, including by key creatives and frequency of exposure
- ✓ **Multi-channel:** Our non-digital campaign analysis is captured through our Opportunity to See (OTS) modelling to measure individual channels and their inter-relationship
- ✓ **Accuracy:** We are able to provide estimated reach to quantify the absolute number of consumers influenced by the campaign via our Audience Validation tool
- ✓ **In-depth analysis:** We have the ability to unlock further insights from the 40,000 data points of our Core dataset, when using a re-contact methodology

How it works

1

Evaluating impact

Those who see a campaign ad (exposed) are analysed against a matched control sample. Alternatively a pre/post approach is used. In both cases all groups see an identical survey and the impact is assessed. The impact of multiple exposures and combinations of creative can also be drawn out.

2

Measuring channels

Our multi-platform measurement ensures a holistic view but also an understanding of individual elements. We achieve this by overlaying OTS modelling on our Control and Exposed samples, to access a deeper understanding of the campaign in total, as well as the impact of channels in combination.

3

Validating the targeting

To understand true reach, we can also see exactly who was exposed to the campaign. The campaign tag actively identifies respondents who have taken the Core survey in the past 4 waves. This data is then synced and loaded onto our platform to profile the exposed group against all 40,000 datapoints of our Core dataset.

See your audience in ultra high definition

Combining and syncing custom results with our Core dataset means all your data is in one place and you can easily profile your exposed group against data points from a huge range of categories:



Demographics



Attitudes & interests



Purchase behaviour



Work & professional life



Marketing touchpoints



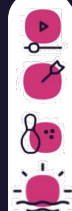
Social media



Technology & devices



Online activities



Media



Gaming



Sports & exercise



Lifestyle