

Digital Ad Effectiveness Study

Go beyond statistics of “impressions and click-throughs” by conducting a Digital Ad Effectiveness Study. This survey is done for digital ads appearing in any of your digital channels, whether it’s your website, e-newsletters or other formats. You select the ads to include, and we do the rest.

The survey begins by asking participants to evaluate ads based on several attributes using an “agree/disagree” scale. The attributes we ask about include the following:

- captures my attention
- gives me a favorable impression
- has a compelling call to action
- provides relevant information
- clearly identifies the advertiser

From there the survey asks the following: “Which one of the following elements of this ad is most likely to prompt you to click or take action?”

- pictures/illustrations
- brand logo
- text
- animation
- unique offer

Finally, survey takers can respond to an open-ended question that would yield a verbatim response: “How would you improve this ad?”

We’ll ask for ad files/images and the email file of those who actively use your website, e-newsletter or wherever you’ve got online content in which ads are displayed. Included in the study is an incentive drawing for a \$50 Visa gift card to encourage audience participation. The goal is to capture 80 – 100 responses per ad.

Results are provided electronically in individual advertiser reports. All participating ad scores are illustrated, so advertisers can see how their ad results compare to others in the study. However, responses to the open-ended question are reported confidentially to each advertiser.

We are happy to provide you a quote! Rates are based on the number of digital ads to be included in your study as well as the number of surveys you do in a year’s period. For more information, please contact Susan Griffith, Director of Sales-Advertising Effectiveness Studies.