

Now you are able to get feedback on ads in your digital products!



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, enewsletter or other formats. You select the ads to include, and we do the rest.

The survey gets you tons of feedback, including questions about the creative:

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

We also ask about what prompts a viewer to take action:

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

Finally, there is an open-end question yielding verbatim comments!

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.

Contact Susan Griffith to learn more about how Digital Ad Effectiveness Research can benefit you and your team: sgriffith@readexresearch.com 612.986.0109