Advertising – Embedded display (ad test)

PURPOSE
Digital marketing is tough, ads are fighting in crowded online environments to catch consumers' attention. Ad placement explains a lot of what's IN VIEW. Adding ATTENTION data helps you understand what's actually SEEN and how well an ad performs on a cluttered online newspaper or webpage.

ACTIONABLE INSIGHTS
Take informed decisions on which ads to take to market and which to block.

HOW?
Participants are shown an add embedded on an online newspaper or webpage. Attention to key design elements is measured.

Using eye tracking combined with traditional survey questions helps you understand which ads stand out, helping you identify the best design direction in order to get attention and create memory impact.

FOR WHO?
This test is designed for Research Agencies of any size and end clients such as brand teams and designers.

WHAT?
Earned Attention indicates the level of interest in an ad and correlates strongly with metrics such as likeability, purchase intention, and click. By making sure your ads are engaging and by cutting ads that don't meet thresholds, you will increase REACH and ROI .

WHATS NEEDED?

Respondents:
We recommend a separate cell (i.e. group of unique respondents) for each ad design. A regular test normally consists of at least four of your own ad designs benchmarked against a leading competitive design, "control". We recommend at least 100 respondents for each ad, for this test in total 500.

Stimuli:
Preferably use JPG file format as it decompresses file size better than PNG. Each ad should be embedded in an environment (e.g. webpage/newspaper) where your ad placement most likely will be displayed. Minimum: 900px width. Recommended if it match browser window resolutions. Height should be under 15k px, allowing optimal and quick loading for all connection speeds.

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Advertising – Display a/b test

PURPOSE

Using eye tracking and traditional questionnaire helps you identify the best design direction. It enables you to explore broad creative design directions and identify optimal designs to maximize key element attention. It also gives you insights in your target audience's perception, how they understand and feel about the ads.

ACTIONABLE INSIGHTS

Make informed decisions on which ads to take to market and which to block.

HOW?

Ads are presented in individually, monadic research design, which corresponds to a real-life situation where one product is normally used at a time.

Attention to key design elements is measured. This unbiased insights in the ad's performance is combined with survey questions understanding their subjective liking to the design and purchase intent.

FOR WHO?

This test is designed for Research Agencies of any size and end clients such as brand teams and designers.

WHAT?

Good campaigns create a significant increase in engagement relative to a baseline. Respondents engagement measured by e.g. time spent looking at key elements combined with their subjective response (if they appreciate your creative assets) gives you accurate and actionable diagnostic information helping you invest in winning designs over poor designs.

WHATS NEEDED?

Respondents:
We recommend a separate cell (i.e. group of unique respondents) for each ad design. A regular test normally consists of at least four of your own ad designs benchmarked against a leading competitive design, "control". We recommend at least 100 respondents for each ad, for this test in total 500.

Stimuli:
Images used should be in JPG or PNG and range from 200 - 3500 KB depending on dimensions and resolution. Minimum: 500px height & width. Recommended 700~900px+ or match browser window resolution of 1000px+.

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