



Ad Effectiveness Measurement Brand Effect Analysis

How it Works

ABCS Insights has developed a technology solution coupled with a single source dataset to measure full funnel attribution of advertising across all screens.

For Brand Effect studies, **ABCS Insights** matches ad exposures to 100% opt-in panelists to glean attitudinal insights into brand awareness, changes in perceptions / preferences, intent and more. Our 'long form' offering allows for custom questionnaires delivering the exact insight your client requires.

ABCS Insights large panel combined with cookie-less technology delivers unheralded and industry leading feasibility. Our standard delivery includes 500 test / 500 control completes.

Data Sources for Brand:

Survey Panel Network
(70M Global, 20M US opt-in members)

All results stat tested at 80%/90% confidence

Methodology

ABCS Insights uses industry accepted test vs. control experimental design. Test consumers (exposed to campaign) and control consumers (not exposed to campaign) are carefully matched and balanced using IPF.

Standard Reporting

Aided / Unaided Brand Awareness:

The level of product or brand recognition – prompted & unprompted

Brand Favorability:

The capturing of your opinion about a particular product or brand

Ad & Message Recall:

The ability to remember seeing an ad and / or the specific messaging

Brand Attributes:

An indication of how strongly you agree or disagree with a statement defining a product or brand







Recommendation:

The likelihood to recommend a product or brand

Purchase Consideration & Intent:

The likelihood to consider buying or actually expressing the intent to buy

Custom Fields Important to Your Client: Included

Capability	Description
Detailed Segmentation Cuts for Agencies	<p>Available cuts for optimization and reporting:</p> <ul style="list-style-type: none">• By Platform• By Creative• By Tactics• By Ad Frequency¹• By Demographics <p>API delivery to agency custom endpoints available.</p>
Capture Deterministic Social Exposures Across Your Entire Media Plan	<p>Low impression thresholds with Industry-leading 100% opted-in browser and mobile app metered panel for social platforms.</p> <div></div>
Actionable Data	Weekly dashboard updates for actionable insights.
Weighted and Balanced Reporting	Reports and dashboard are weighted and balanced.
Comprehensive Coverage of Your Plan	<p>We measure where your campaign appears:</p> <ul style="list-style-type: none">• Digital or Taggable Media and CTV• Social (passive tracking on creatives)• Linear, Addressable & Local TV• Print• OOH and DOOH• Radio• Streaming TV

1. Available post-campaign only

Capability	Description
Sales Attribution	See how your ads drove actual sales for 40 million consumers. ²
Custom and Verbatims	<p>AI-enabled sentiment and long form verbatim analysis.</p> <ul style="list-style-type: none">• Open-ended and verbatim questions are reported through word cloud and sentiment analysis. <p>Any questions can be changed, tweaked or edited. Fully customizable surveys.</p>
Robust Coverage of a Fragmented TV Landscape	Partnerships with MVPD (ex Comcast, DISH) and STB vendors allow for deterministic measurement of millions of households, for broadcast, addressable, streaming and more.
Trigger Surveys for Brands	<p>Understand what drove the sale through interviews with verified buyers.</p> <ul style="list-style-type: none">• Understand why a sale happened (or didn't happen).• Was it the packaging, the promotion, the pricing, or something else?
Trusted by Brands	<p>Measured 1,100+ campaigns in past 12 months for companies like yours.³</p> <p>Stable and detailed normative performance database to compare Results.</p>

2. Available on Brand Lift+
3. From Jan 1, 2024 to Dec 31, 2024