

Ad Effectiveness Measurement Offline Foot Traffic & Online Visitation Effects

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 Online Visitation & Search Lift, ABCS Insights matches ad exposures to 100% opt-in panelists using a browser plugin to glean insights into the websites they visit (including social media sites) and their search activity through measurement of custom search terms used. For Offline Visitation or Foot Traffic, ABCS Insights leverages geo-fenced location data.

ABCS Insights uniquely brings both Offline and Online behavior into a single deliverable providing superior insight into how advertising drives purchase consideration.

Data Sources for Online / Search Effects:

Online Behavioral Panel Network
(2M opt-in, browser plugin members)

Offline Foot Traffic
(67M opt-in members)

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 geodemographic and web usage variables.

Standard Reporting

Unique Site and / or Store Visitors (Penetration)

Number of unique visitors to your site by consumers exposed to the ad

Site and / or Store Visits per Visitor (Occasions):

Average number of visits to your site by consumers who were exposed to the ad

Total Site and / or Store Visits:

Number of total visits to your site by consumers who were exposed to the ad

Volume of Custom Keyword Searches:

Number custom defined keyword searches by consumers exposed to the ad; digs through the noise, to get to actual intent to purchase

Volume of Product / Sub-Brand Searches:

Number custom defined keyword searches by consumers exposed to the ad; pinpoint effects for the products that are actually advertised