

Validation to In-Market Branding Impact

Dynamic Logic's **Link™** copy-testing tool helps marketers understand how creative executions will likely perform live.

To further validate the approach, we have connected data from 46 campaigns from the past 3 years — for which a pretest and an AdIndex study to measure advertising response in-market were completed — to **identify which copy-testing variables correspond and are predictive of positive AdIndex scores for key metrics.**

We're Looking for Client Partners

Contact your account manager or Rachelle Vangene at rachelle.vangene@dynamiclogic.com to find out how to build your own proprietary 'Link to AdIndex' predictive validation.

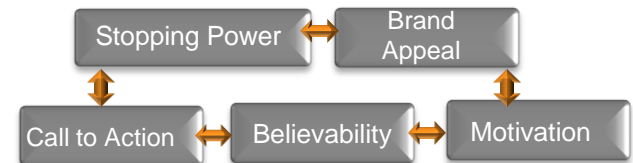
Copy-Testing Measures to Predict Digital Ad Effectiveness

In-Market Objective...

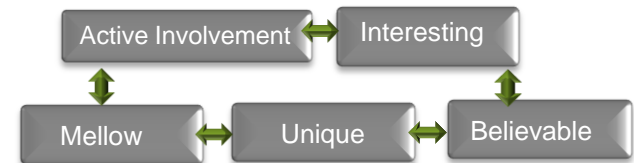


Awareness

Influential Creative Variables?



Message & Favorability



Purchase Intent

