



# AdIndex<sup>®</sup> – Digital Advertising Effectiveness Insights

Since 1999, Dynamic Logic's flagship product **AdIndex<sup>®</sup>** has been the most trusted and thorough suite of solutions for evaluating digital advertising effectiveness.

We know an ad campaign can have many effects — it can change people's opinions about a brand, drive search and site visitation, move people to interact on social media, and ultimately drives sales. Our research experts leverage AdIndex to isolate a digital campaign's impact on key brand and behavioral metrics and provide actionable insights to understand the "why" behind the numbers.

AdIndex evaluates all online advertising formats, as well as campaigns for mobile, tablets, social media and gaming. Campaign and media performance is then benchmarked against similar campaigns in **MarketNorms<sup>®</sup>**, the world's largest ad effectiveness database, for further context of overall impact.

The AdIndex suite offers flexible research tiers tailored to best suit your specific objectives and your budget.

## How it Works

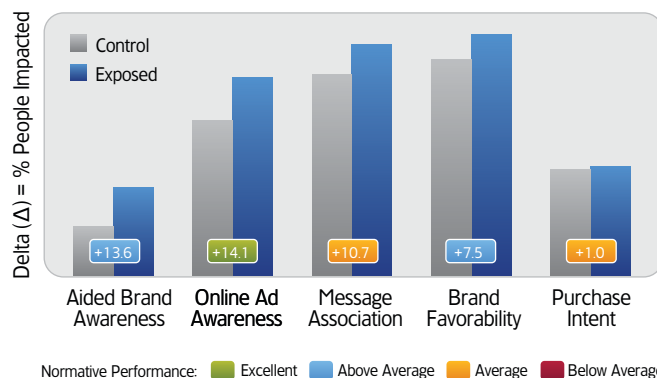
Using a survey-based approach and a control/exposed methodology, AdIndex quantifies the difference in attitudes between two groups of respondents — users exposed to the campaign and those who are not. Dynamic Logic's patented

tagging technology enables us to identify respondents based on their opportunity to see online advertising and recruit them through either live Web intercept or panel linkages powered by **AdRadar<sup>™</sup>**. A rigorous weighting method is applied to ensure accuracy in comparisons of the control and exposed groups.

## How Can You Use AdIndex?

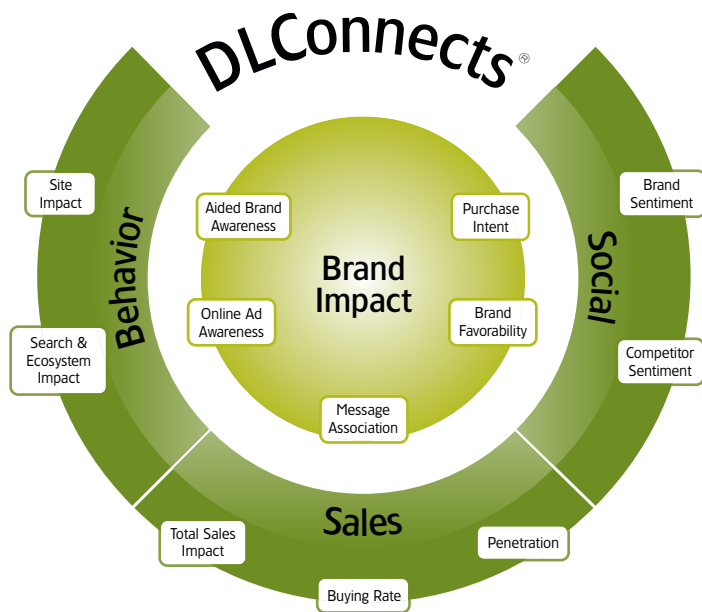
- **As an advertiser**, evaluate your digital advertising efforts using traditional brand metrics and compare against your industry's average.
- **As an agency**, identify the most and least effective elements of your digital campaign and optimize future campaign performance.
- **As a publisher or ad network**, validate the impact of advertising on various sections of your site(s), quantify advertising effect on your audience, and price ad inventory based on proven branding performance.

### DIGITAL CAMPAIGN IMPACT ON TRADITIONAL BRAND METRICS



## Connecting Brand to Behavior

Through the **DLConnects**<sup>®</sup> platform, we're simplifying data integration and weaving sophisticated analytics of your choice into your AdIndex story. As a result, you have the choice to connect attitudinal metrics with post-view search and site visitation, online and offline sales, consumer sentiment, and other relevant data for a deeper view of campaign impact.



## Optimize in Real Time

AdIndex continues to be the most thorough in-market evaluation of digital brand impact; however, **AdIndex Dash**<sup>®</sup>, Dynamic Logic's quick-response offer within the AdIndex suite of solutions, is the perfect option for cases where a faster measure of basic campaign performance is preferred. Using real-time data through a simple online dashboard, AdIndex Dash enables you to evaluate and optimize digital campaigns with the same level of research integrity that you are accustomed to with Dynamic Logic.

## Mobile & Tablets

With over 250+ studies across a wide range of mobile and tablet marketing platforms, we can help you identify how best to take advantage of this growing medium. **AdIndex for Mobile** measures campaign impact across mobile Web, applications, video, gaming, location, SMS advertising and more.

## Why Dynamic Logic

- **Unparalleled Experience:** With over 6,500 campaigns measured, Dynamic Logic has completed the most digital ad effectiveness studies in the industry.
- **Efficient Execution & Research Quality:** After more than a decade in the business, we've built strong relationships with the key players, allowing us to execute and deliver our studies with the highest standards of excellence.
- **Insights:** Integrating insights across digital and non-digital media into one cohesive story, we help you understand marketing and media performance and ultimately the impact on your bottom line.
- **Brand Expertise:** As Millward Brown's digital practice, we are a global powerhouse of brand knowledge spanning 50+ countries.

## Contact Us

[www.dynamiclogic.com](http://www.dynamiclogic.com)