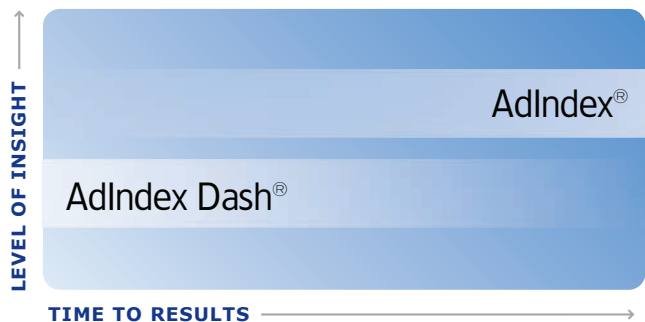




# AdIndex Dash<sup>®</sup> – High-Quality Digital Ad Effectiveness Metrics in Real Time

Now, more than ever, clients are looking for improved ways to measure the impact of digital advertising campaigns in real time. You need immediate results, but at the same time, high-quality data and a validated research approach. You want flexible survey options and an experienced researcher to help you design the survey. And the solution needs to be affordable.

For over a decade, Dynamic Logic has provided the industry's standard and most trusted measurement of digital advertising effectiveness. Our AdIndex<sup>®</sup> offering continues to be the most thorough in-market evaluation of digital brand impact. Now, Dynamic Logic offers a quick-response solution, called AdIndex Dash<sup>™</sup>, 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 campaigns on a limited budget, without sacrificing research quality.



## Quick, but Not Dirty

Built within the AdIndex suite of solutions, Dash leverages the same standard and proven control/exposed methodology in which two groups are surveyed and results are compared to determine campaign impact. Even in real-time, respondents are automatically weighted in the dashboard ensuring that the results you see are based on a clean and representative sample. Leveraging results from over 6,000 campaigns in Dynamic Logic's MarketNorms<sup>®</sup> database, AdIndex Dash often also includes normative comparisons to give additional context to your campaign's performance.

## Immediate Results via Simple Online Dashboard

Using a short, 5-7 question survey, AdIndex Dash measures multiple brand metrics, as well as audience composition. Results are stat-tested and available to you as early as day one. Our new online dashboard enables you to analyze campaign performance by creative, site, frequency, and audience – all in real time!



## Flexible Survey Formats Enable New Recruitment Options

Designed to work with various survey formats, AdIndex Dash is a flexible solution that is compatible for measuring advertising across most publisher sites as well as ad networks. Surveys can be conducted in either a standard survey, in a separate window, or through non-intrusive survey invitations such as an in-banner survey, within an ad unit itself.



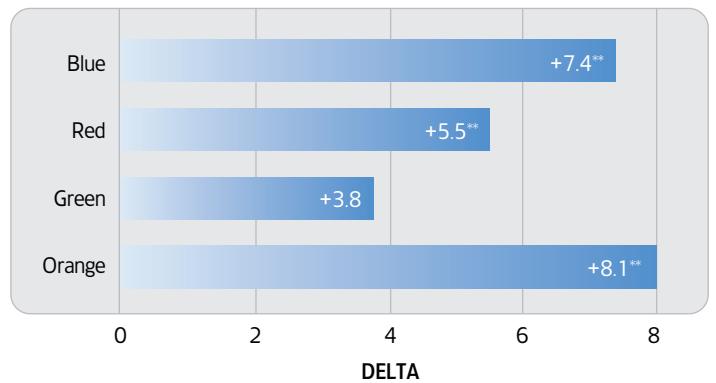
## Cost-Effective Measurement, Even for Small Campaigns

AdIndex Dash serves as a high-quality measurement solution for clients who may be working on smaller campaigns or with a limited budget. Shorter surveys enable faster sample recruitment, new in-banner survey formats can eliminate the need for additional impressions, and the use of the online dashboard reduces analyst costs.

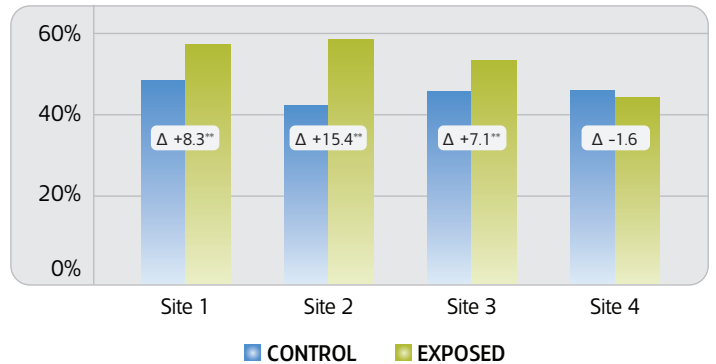
## Optimize Beyond Behavior

Dynamic Logic offers a unique view on how to best leverage real-time optimization for branding campaigns. While behavioral measures are important, they are only a portion of the measures needed to assess impact for optimization. AdIndex Dash's attitudinal measures offer an alternative or enhancement to traditional online tools that optimize based on click-through or lead generation alone, which can often provide a misleading picture of a branding campaign's true impact.

### AIDED BRAND AWARENESS BY CREATIVE THEME



### BRAND FAVORABILITY BY SITE



## Contact Us

Please contact your account manager or visit our Web site for more information and contact details for an office near you.

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