



AdIndex[®] for Mobile – Understanding Mobile & Tablets for Brand Building

The emergence of advertising on mobile devices provides a unique way for brands to connect with consumers. With increased pressure to justify ad spend, it is more important than ever to understand the impact of mobile and tablet ads. Dynamic Logic's AdIndex for Mobile has been designed to do just this — measure the effectiveness of mobile as a branding medium to help platforms, networks, advertisers, agencies and publishers identify how to take advantage of this growing medium.

Dynamic Logic is leading the way at the forefront of digital and emerging media with a specialty practice of mobile experts, developing innovative measurement approaches and aggressively expanding our capabilities every day. With over 250 studies conducted across mobile platforms such as iAds and Medialets, and tablet devices such as iPad and Android, Dynamic Logic's AdIndex for Mobile is the industry standard for measuring mobile advertising effectiveness.

How it Works

AdIndex for Mobile provides analysis and actionable insights that will help marketers understand the impact of a mobile or tablet ad campaign through traditional brand metrics, such as Brand Awareness, Ad Awareness, Message Association, Brand Favorability, and Purchase Intent. A survey is conducted within

the mobile or tablet environment and run simultaneously with your advertising campaign. Dynamic Logic uses short, mobile Web surveys and an industry-leading methodology to quantify the attitudinal differences between those users exposed to advertising and those who were not.

How Can You Use AdIndex for Mobile?

- Understand how mobile and tablet advertising efforts shift consumers' perceptions of a brand through key brand metrics
- Measure campaign impact across a wide range of mobile and tablet marketing platforms—mobile Web, applications, video, gaming, location and SMS advertising
- Leverage third-party metrics for accountability of creative executions & mobile media placement
- Benchmark campaign performance against a robust normative database for a deep understanding of brand and category strengths and weaknesses

MOBILE ADVERTISING OPTIONS



Normative Learnings for Actionable Insights

Based on results from over 250 mobile ad effectiveness studies across a wide range of industries, Dynamic Logic has the most robust normative benchmarks and insights available. Additionally, comparisons are available across mobile, online and TV to provide a comprehensive framework of measurement.

- On average, mobile campaigns continue to outperform online campaigns across both awareness and persuasion metrics
- While novelty may be at play, mobile ads still tend to outperform what was seen from online banner ads in their early days and has maintained this trend over the past three years
- Mobile campaigns are persuasive — Purchase Intent scores are high across both high and low-involvement brand categories
- Mobile CPG campaigns, which may be able to utilize a smaller ad size more efficiently by showing only a brand logo, product shot and simple messaging, are particularly successful

Mobile Creative Tips

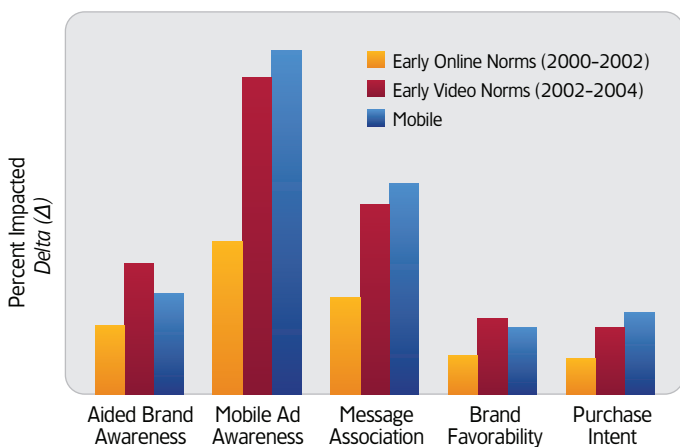
- Use clear and persistent branding through the creative to raise awareness
- Leverage interactive and engagement elements
- Include calls-to-action such as incentives to build persuasion
- Keep messaging simple and intrinsic

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

MOBILE NOVELTY OUTPERFORMS EARLY ONLINE DISPLAY & VIDEO NORMS



Source: Dynamic Logic's MarketNorms; AdIndex for Mobile Norms
Delta (Δ)=Exposed-Control