



DLConnects® – A Holistic View of Campaign Impact

How are you connecting the data dots?

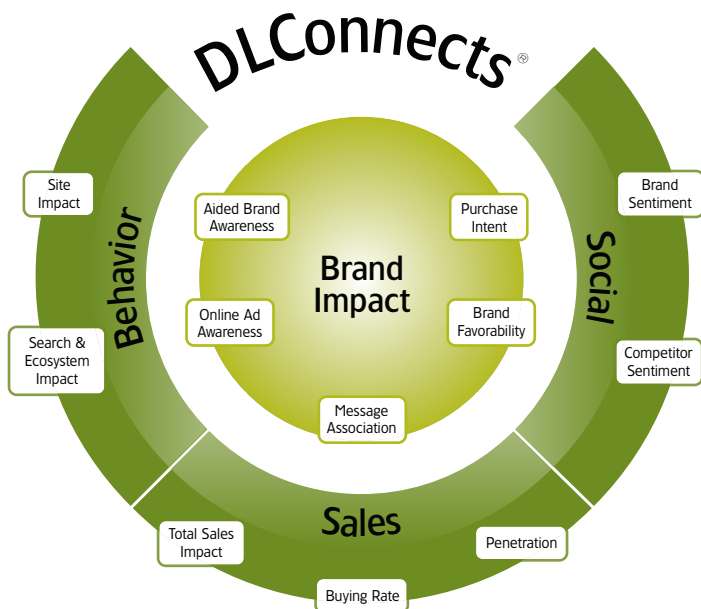
Responding to an industry need for integrated, results-driven insights, we've established DLConnects®, an evolving suite of marketing effectiveness solutions designed to afford marketers new measurement opportunities at a depth not previously available. Through DLConnects, Dynamic Logic offers a complete view of campaign impact by connecting attitudinal metrics with post-view behavioral, online and offline sales, brand tracking, consumer sentiment and other relevant data. In some cases these connections are made via partnerships and in others they are achieved through in-house custom analyses.

In every case clients benefit from transparent execution, always working through one central point of contact within Dynamic Logic.

DLConnects: Online Behavior

Understand how ad exposure drives changes in consumers' online behaviors and brand interactions, such as search and site activity.

competete Through partnership with sister-company **Compete**, the industry's largest online behavioral panel provider, Dynamic Logic combines brand metrics with behavioral data to reveal how consumers search and engage on the Web following ad exposure.



- **Site Impact:** *Did exposure to the campaign result in more visits to the brand's website? Other websites?*
- **Search & Ecosystem Impact:** *Did the campaign impact search behavior? How many searched for the brand versus generic terms?*
- **Demographics:** *Did certain demographics respond differently?*

DLConnects: Sales

Gain a better understanding of an ad campaign's ROI by evaluating its impact on sales, both online and off.

Dynamic Logic's Conversion Index, a complement to digital and cross-media brand studies, provides a cost-effective means for estimating a campaign's impact on sales and other KPIs (such as doctors visits, test drives, etc.)

Conversion Index is used to translate a campaign's shift in purchase intent into estimates of offline sales impact.

Symphony IRI Group

For campaigns in which a more direct 1:1 match between online ad exposure and offline sales is desired, Dynamic Logic partners with **SymphonyIRI Group**, the leaders in shopper and market intelligence in the United States.

Together, Dynamic Logic's attitudinal insights and SymphonyIRI's purchase data enable CPG and Retail marketers to evaluate a campaign's contribution to sales through the following metrics:

- **Total Sales Impact:** *What was the incremental sales impact of the campaign?*
- **Penetration:** *Was the incremental purchase impact driven by more buyers or existing customers?*
- **Buying Rate:** *Were incremental sales driven by more dollars per buyer? Higher purchase frequency per buyer? More dollars per occasion?*

To evaluate a campaign's ability to drive online sales, Dynamic Logic uses a more customized approach through **Compete** and continuous innovation of in-house capabilities.

DLConnects: Social

Monitor consumer opinion and discussion around a campaign in today's social media environment. Whether it's looking at the impact social media initiatives have as part of a media plan or leveraging social media insights to add depth to understanding a campaign's effectiveness, Dynamic Logic has a hand on the pulse of social media measurement.

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Together with sister-company **Cymfony**, Dynamic Logic integrates analysis of the millions of discussions occurring everyday on social media sites, blogs and message forums into our established suite of digital, media and marketing solutions to provide a critical dimension that clients are looking for.

- **Share of Sentiment/Site Profiles:** *Was there an uptick in online discussion about the brand following the ad campaign? If so, on which sites?*
- **Brand/Competitor Sentiment:** *What was being said about the brand? About competitors' brands?*

DLConnects: Custom

Whether the goal is to connect attitudes, behaviors, sales or consumer discussions, Dynamic Logic's Custom Solutions research group can help clients evaluate the effectiveness of their campaigns and optimize future research. Custom Solutions leverages intelligence from a wide range of in-house resources, including unparalleled normative databases and specialty practices.

Contact Us

www.dynamiclogic.com