



MarketNorms® – The World’s Largest Digital Advertising Effectiveness Database

With the most advertising effectiveness studies under our belt, it’s no surprise that MarketNorms®, Dynamic Logic’s global database of AdIndex® results, is the most robust source for normative insights. A powerful planning and benchmarking tool, MarketNorms can be leveraged by all clients to make informed decisions through each stage of their business and take full advantage of every digital marketing dollar.

How Can You Use MarketNorms?

- **For Media Groups and Publishers**, MarketNorms provides a source of independent research for marketing your site or network. Understand what drives success of digital campaigns on your site and quantify your ability to yield a significant impact for brands.
- **For Advertisers**, MarketNorms enables performance benchmarking of your online ads and helps you manage your media spend by identifying cost-efficient ad placements.
- **For Agencies**, MarketNorms helps you plan & develop stronger campaigns for clients and demonstrate performance against industry-relevant benchmarks. Determine the most effective and efficient creative and media elements to maximize brand impact.

100+ FILTERS FOR GRANULAR INSIGHTS

RESPONDENT DEMOGRAPHICS Age Gender Income Ethnicity Parental Status	BRAND ATTRIBUTES Industry Consideration Consumer vs. B2B New Product/Extension Luxury
CREATIVE Size & Technology Creative Attribute	WEBSITE INFORMATION Site Category Homepage Takeovers Site Location

MarketNorms at a Glance

- Aggregate data from Dynamic Logic’s AdIndex, the industry standard for measuring the branding impact of digital campaigns
- Includes 6,500+ online campaigns, 9 million survey respondents, and 200,000+ creative executions
- Updated quarterly
- Comprehensive insights into most industries, site categories, and creative formats
- Easily-accessible, user-friendly interface

Custom Solutions

Dynamic Logic has formed a custom solutions research group to help answer more complicated brand, media and creative questions. Contact custom-solutions@dynamiclogic.com for more information.

www.dynamiclogic.com