



SiteImpact™ – Evaluating the Power of Your Website

Since the early days of the Internet, a marketer's website has been one of the most important communication touchpoints for an advertiser. While websites have clearly demonstrated their power to influence behavior and enable customer transactions, it can sometimes be overlooked that a website is one of the most visible means to create perceptions of your brand.

Millward Brown and Dynamic Logic understand the influence that a website can have on building a healthy brand. Along with traditional site monitoring tools and usability studies, our research can help you understand the role that a website plays in the overall marketing mix and how it can be optimized to deliver on key messaging strategies.

Determining Your Site's Impact on Brand Perceptions

SiteImpact™ is used to measure the brand impact of a website or microsite. Regardless of the site type, all studies are customized based on client needs and use proven methodologies that have been validated in our previous digital and integrated media research over the past decade. Our solutions can tease out the impact of the site in isolation or can be used as part of a research program featuring AdIndex® or CrossMedia Research™ designed to evaluate the broader marketing campaign.

- **Interpreting Behavior:** Relevant behavioral data can be incorporated into our analysis to provide deeper insight. In partnership with Omniture, data from the pages that users visit and the activities they engage in can be integrated into SiteImpact studies at the respondent level. This enables us to observe the role of specific pages or features on the site at influencing brand perceptions, and to incorporate usability data into our analysis.
- **Integrating Implicit Attention and Cognition Measurement:** Eyetracking measurement provides us with an opportunity to understand the attention paid to marketing communications. Eyetracking can be incorporated into SiteImpact to provide more detail regarding the elements of the page that attract attention and consumers' flow through the site, providing insight on what catches consumers' attention and what they might have missed.

Campaign Assessment

Given that your site is likely one of a multitude of touchpoints being leveraged to create perceptions of your brand, it is important to understand how your campaign is working as a whole to achieve its desired objective and the level to which your site is contributing.

Link360™ evaluates all the creative elements within a campaign and diagnoses whether the campaign will elicit the desired response. With Link360, we are able to identify which executions are working the hardest and provide guidance to refine campaign composition and creative quality.

Our Experience

Millward Brown is one of the world's leading research agencies and is an expert in effective advertising, marketing communications, media, and brand equity research. Through the use of an integrated suite of validated research solutions — both qualitative and quantitative — Millward Brown helps clients build strong brands and services. Millward Brown's Dynamic Logic pioneered online ad measurement in 1999 and has grown with the digital age, developing innovations across 27 digital platforms and establishing specialty practices in cross-media, social media, mobile, gaming, and custom solutions. Together, Millward Brown and Dynamic Logic offer the unique combination of world-class expertise on brand building coupled with advertising effectiveness insights across all digital platforms and the broader media mix.

Contact Us

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

www.millwardbrown.com

www.dynamiclogic.com