

# Advertising Research Knowledge Base

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## Overview

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This knowledge base provides foundational information, frameworks, and best practices for advertising and marketing research.

## Research Methodologies

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### Quantitative Research Methods

- **Surveys:** Structured questionnaires for large-scale data collection
- **Experiments:** Controlled tests to establish causation (A/B tests, RCTs)
- **Analytics:** Analysis of digital behavior and performance data
- **Market Sizing:** Top-down, bottom-up, and value theory approaches
- **Statistical Analysis:** Regression, time series, cohort analysis

### Qualitative Research Methods

- **Interviews:** In-depth one-on-one conversations (IDIs)
- **Focus Groups:** Moderated group discussions
- **Ethnography:** Observational research in natural settings
- **Netnography:** Online ethnography and community research
- **Content Analysis:** Systematic analysis of communications

### Mixed Methods

- **Triangulation:** Using multiple methods to validate findings
- **Sequential Design:** Qualitative followed by quantitative or vice versa
- **Concurrent Design:** Simultaneous qualitative and quantitative research
- **Embedded Design:** One method embedded within another

## Key Frameworks

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### Market Analysis Frameworks

- **Porter's Five Forces:** Competitive intensity, barriers, supplier/buyer power, substitutes
- **PESTEL Analysis:** Political, Economic, Social, Technological, Environmental, Legal
- **Market Segmentation:** Geographic, demographic, psychographic, behavioral
- **TAM/SAM/SOM:** Total/Serviceable Available/Obtainable Market

### Consumer Research Frameworks

- **VALS:** Values and Lifestyles psychographic segmentation
- **Jobs-to-be-Done:** Functional, emotional, and social jobs
- **Customer Journey:** Awareness, consideration, purchase, retention, advocacy
- **Maslow's Hierarchy:** Physiological, safety, belonging, esteem, self-actualization

## Competitive Analysis Frameworks

- **SWOT Analysis:** Strengths, Weaknesses, Opportunities, Threats
- **BCG Matrix:** Stars, cash cows, question marks, dogs
- **Perceptual Mapping:** Visual representation of competitive positioning
- **Strategic Group Analysis:** Clustering competitors by strategy

## Brand Research Frameworks

- **Aaker's Brand Equity:** Awareness, associations, perceived quality, loyalty
- **Keller's CBBE:** Salience, performance, imagery, judgments, feelings, resonance
- **Brand Personality:** Sincerity, excitement, competence, sophistication, ruggedness

## Performance Analysis Frameworks

- **Marketing Funnel:** Awareness → Interest → Consideration → Purchase → Loyalty
- **Attribution Models:** First-touch, last-touch, linear, time-decay, algorithmic
- **Media Mix Modeling:** Econometric analysis of marketing effectiveness
- **AARRR:** Acquisition, Activation, Retention, Revenue, Referral

## Data Sources

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### Primary Data Sources

- Surveys and questionnaires
- Interviews and focus groups
- User testing and experiments
- Observational research
- Customer feedback and reviews

### Secondary Data Sources

- Industry reports (IBISWorld, Statista, Euromonitor)
- Government data (Census, BLS, SEC)
- Trade associations and publications
- Academic research and journals
- Syndicated research (Nielsen, GfK, MRI-Simmons)

### Digital Data Sources

- Web analytics (Google Analytics, Adobe Analytics)
- Social media analytics (native platforms, Brandwatch, Sprinklr)
- Advertising platforms (Google Ads, Facebook Ads)
- CRM and customer data
- E-commerce and transaction data

## Best Practices

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### Research Design

- Start with clear, measurable objectives
- Choose methodology appropriate for research questions
- Ensure adequate sample sizes for statistical power

- Control for confounding variables
- Plan for data quality and validation

## **Data Collection**

- Use validated instruments and scales
- Pilot test surveys and research tools
- Ensure representative sampling
- Maintain data quality throughout collection
- Document methodology thoroughly

## **Analysis**

- Use appropriate statistical methods
- Test assumptions before analysis
- Report effect sizes, not just p-values
- Consider alternative explanations
- Acknowledge limitations

## **Reporting**

- Lead with insights, not data
- Tailor to audience needs
- Use visualizations effectively
- Provide actionable recommendations
- Include executive summary

## **Ethics**

- Follow privacy regulations (GDPR, CCPA)
- Obtain informed consent
- Protect participant confidentiality
- Disclose conflicts of interest
- Maintain research integrity

## **Common Metrics**

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### **Market Metrics**

- Market size and growth rate
- Market share and concentration
- Category penetration
- Market maturity indicators

### **Consumer Metrics**

- Brand awareness (aided/unaided)
- Consideration and preference
- Net Promoter Score (NPS)
- Customer satisfaction (CSAT)
- Customer lifetime value (CLV)

## Campaign Metrics

- Return on investment (ROI)
- Return on ad spend (ROAS)
- Cost per acquisition (CPA)
- Conversion rate
- Click-through rate (CTR)

## Digital Metrics

- Sessions and page views
- Bounce rate and time on site
- Conversion rate
- Engagement rate
- Retention rate

## Brand Metrics

- Brand equity score
- Brand strength and stature
- Share of voice
- Brand sentiment
- Brand loyalty

## Statistical Concepts

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### Descriptive Statistics

- Mean, median, mode
- Standard deviation and variance
- Percentiles and quartiles
- Frequency distributions

### Inferential Statistics

- Hypothesis testing
- Confidence intervals
- Statistical significance (p-values)
- Effect sizes
- Power analysis

### Common Tests

- T-tests (independent, paired)
- ANOVA (one-way, two-way)
- Chi-square tests
- Correlation and regression
- Time series analysis

## Industry Standards

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### Sample Sizes

- Quantitative surveys: 300-400 minimum for national studies
- Qualitative interviews: 15-30 for saturation
- Focus groups: 6-8 participants per group, 3-4 groups per segment
- A/B tests: Calculate based on expected effect size and power

### Confidence Levels

- 95% confidence level standard for most research
- 90% acceptable for exploratory research
- 99% for high-stakes decisions

### Response Rates

- Online surveys: 10-30% typical
- Phone surveys: 5-15% typical
- Email surveys: 20-40% typical
- In-person: 50-80% typical