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Client: Partner Activation Study

Living Consumer Intelligence

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WHAT'S INSIDE

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Living data

An ever-growing source of constantly evolving, connected intelligence.

Discover what your customers were thinking yesterday, 5 years ago, and today.

We build tailored, end-to-end solutions for the most effective strategy and marketing activities.

Explore

Answers you need from your audience – from syndicated data and in-depth custom research to quick surveys and polls.

Plan

Unlock the most complete profile of your audience, with over a million data points.

Activate

Supercharge campaigns with precision targeting and unmissable advertising.

Track

Continuously monitor what your audience thinks about brands, campaigns and your competition with daily updates.

▶ 1 **Background & Objectives**

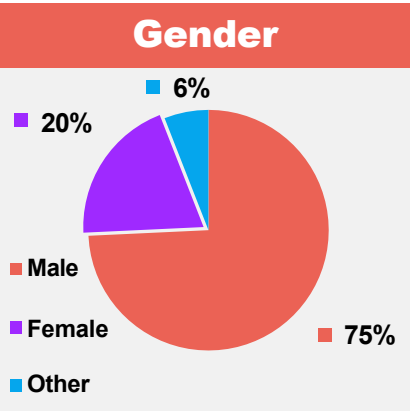
- ❖ **Background:** Client and Partner are collaborating to provide an impact analysis regarding Partner's campaign to show the performance of the brand partnership. This measurement will provide metrics for comparison with pre-campaign and during-campaign results.
- ❖ **Fielding:** Control group fielded between October 7th, 2022-November 11th, 2022. Test group fielded from October 17th – December 12th, 2022.
- ❖ **Objective:** Gain insight into growth of intent and recall Pre-Campaign vs During-Campaign.

Audience Definitions:

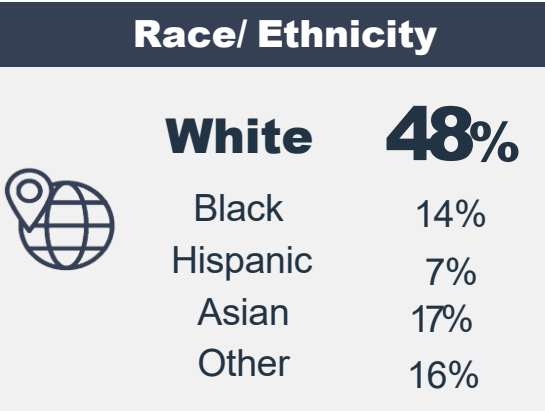
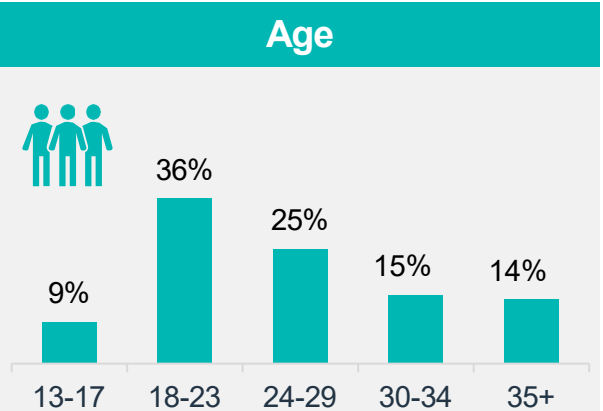
	Audience	Definition	Base Size
1	Total Sample	Survey participants	n=470
2	Control Group	Participated in survey between October 7 th - November 11 th	n=225
3	Test Group	Participated in survey between October 17 th - December 12 th	n=245
4	Casual/Core Gamer (Control Group)	Consider themselves a Casual or Core/Mid-Core Gamer	n=123
5	Hardcore Gamer (Control Group)	Consider themselves a Hardcore Gamer	n=102
6	Casual/Core Gamer (Test Group)	Consider themselves a Casual or Core/Mid-Core Gamer	n=138
7	Hardcore Gamer (Test Group)	Consider themselves a Hardcore Gamer	n=107

Among Casual/Core Gamers, Females make up 1 in 5 respondents

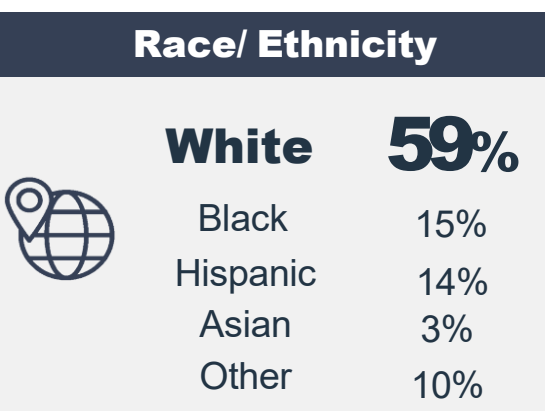
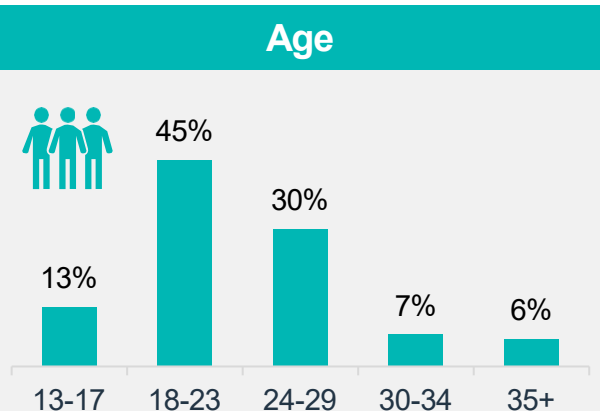
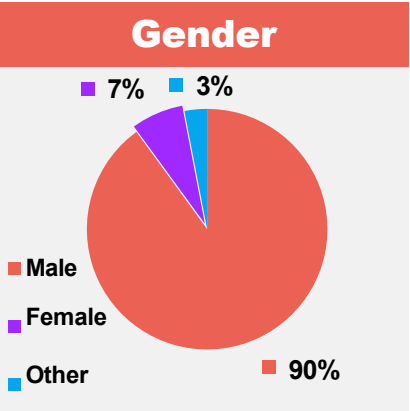
Casual/
Core Gamer
(A)



Test Group



Hardcore
Gamer
(B)

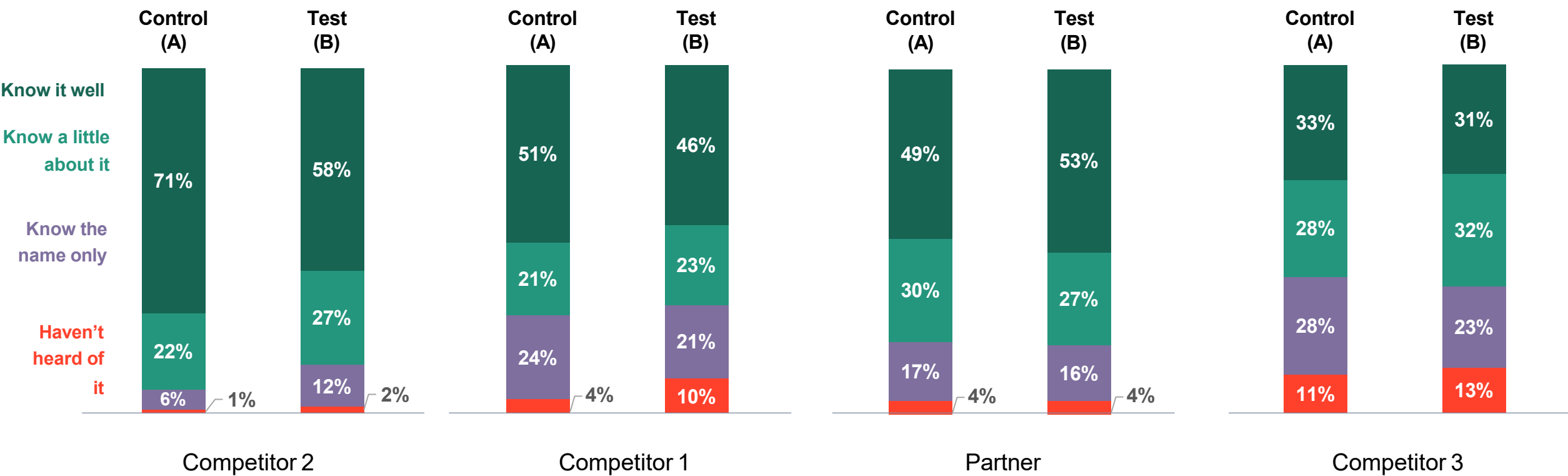


Are you...?
How old are you?
What racial or ethnic group best describes you? Are you...?
Control (n=138); Test (n=107)

Subscription Awareness of the competitive set is high; only Competitor 3 has less than 90% awareness among the Control and Test Group

Among the Control Group, respondents are 45% more likely to know Competitor 2 well than Partner's product.

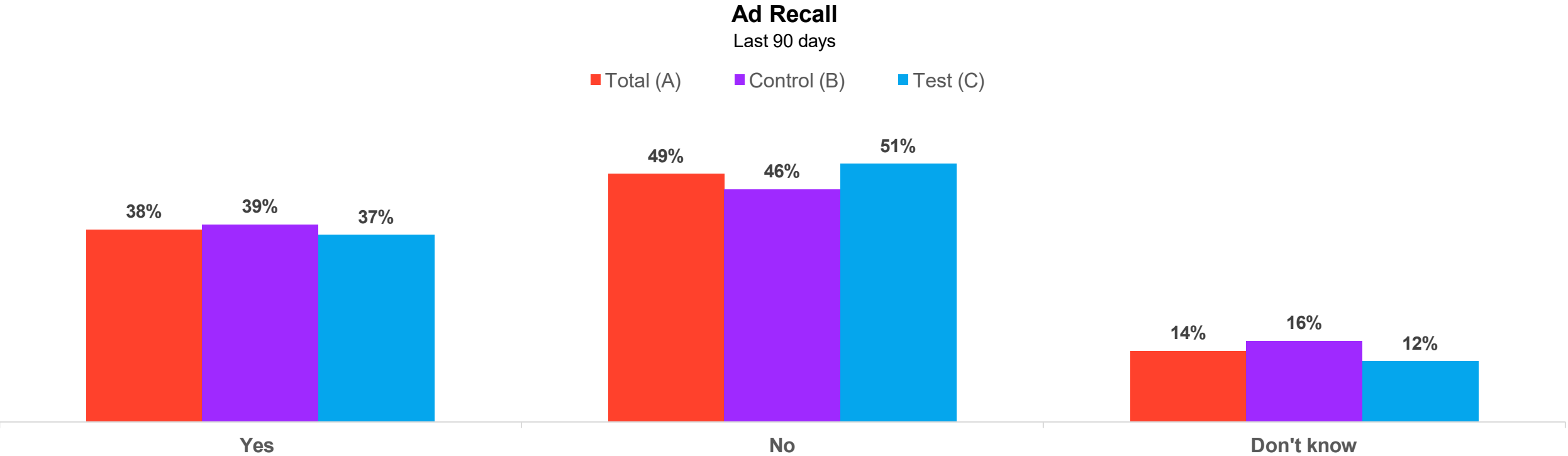
Subscription Awareness



Please indicate how much you know about the following video game subscriptions and/or services.
Control (n=225); Test (n=245)
A/B indicates Statistical Significance at 90% confidence interval

There was no significant difference in Ad Recall between the Control and Test Group

Nearly 2 in 5 respondents in the Control and Test Group recall seeing an ad for our clients Partner in the last 90 days



Do you recall seeing an ad for Partner's product online or on a mobile device in the last 90 days?
Total (n=470); Control (n=225); Test (n=245)
A/B indicates Statistical Significance at 90% confidence interval

Thank you

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