Marketing Research Tools for Digital Marketers

AREA OF FOCUS: AUDIENCE MEASUREMENT AND BRAND LIFT

Helping Marketers to establish a return on their Digital Ad Investment

Measuring and validating digital ad campaigns since 2014

More than 1.5 billion impressions tracked every month in Vietnam

Awarded "Best Audience Measurement Platform" by Digiday Signals Awards in 2016

SAMSUNG

Nestlé

VINAMILK

Masan

BlueSeed

dentsu

PUBLICIS
MEDIA

MEC

FrieslandCampina

The consumer journey may not be simple and linear, but...

Awareness

Consideration

Action

TARGET AUDIENCE

Unfamiliar with the product

TARGET AUDIENCE

On the fence about the product

TARGET AUDIENCE

Ready to act

Metrics that matter

Awareness

- Reach & Frequency
- Impressions
- In-target delivery rates
- Lift in Campaign Awareness
- Lift in Brand Awareness

Consideration

- Reach & Frequency
- Quartiles of video viewed
- Lift in Consideration
- Lift in Favorability

Action

- Reach & Frequency
- (Unique) CTR
- Sales
- Leads
- Signups
- Lift in Purchase Intent

Choosing the right measurement tools

	Awareness	**Consideration**	**Action**
PEOPLE-BASED AUDIENCE MEASUREMENT AudienceReport	• Reach & Frequency • Impressions • In-target delivery rates	• Reach & Frequency • Quartiles of video viewed	• Reach & Frequency • (Unique) CTR • Sales • Leads • Signups
CROSS-CHANNEL BRAND LIFT SURVEYS Effectlab™	• Lift in Campaign Awareness • Lift in Brand Awareness	• Lift in Consideration • Lift in Favorability	• Lift in Purchase Intent

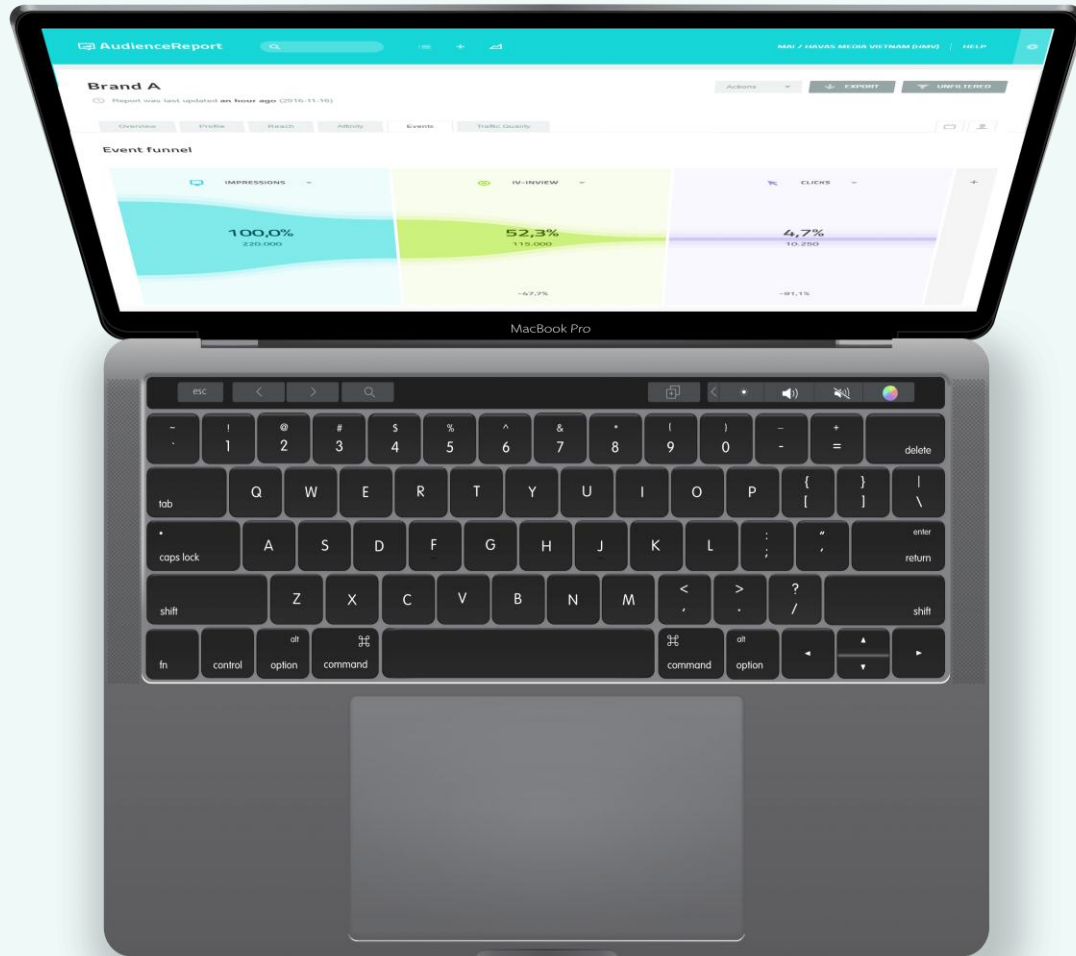# Get started measuring metrics that matter
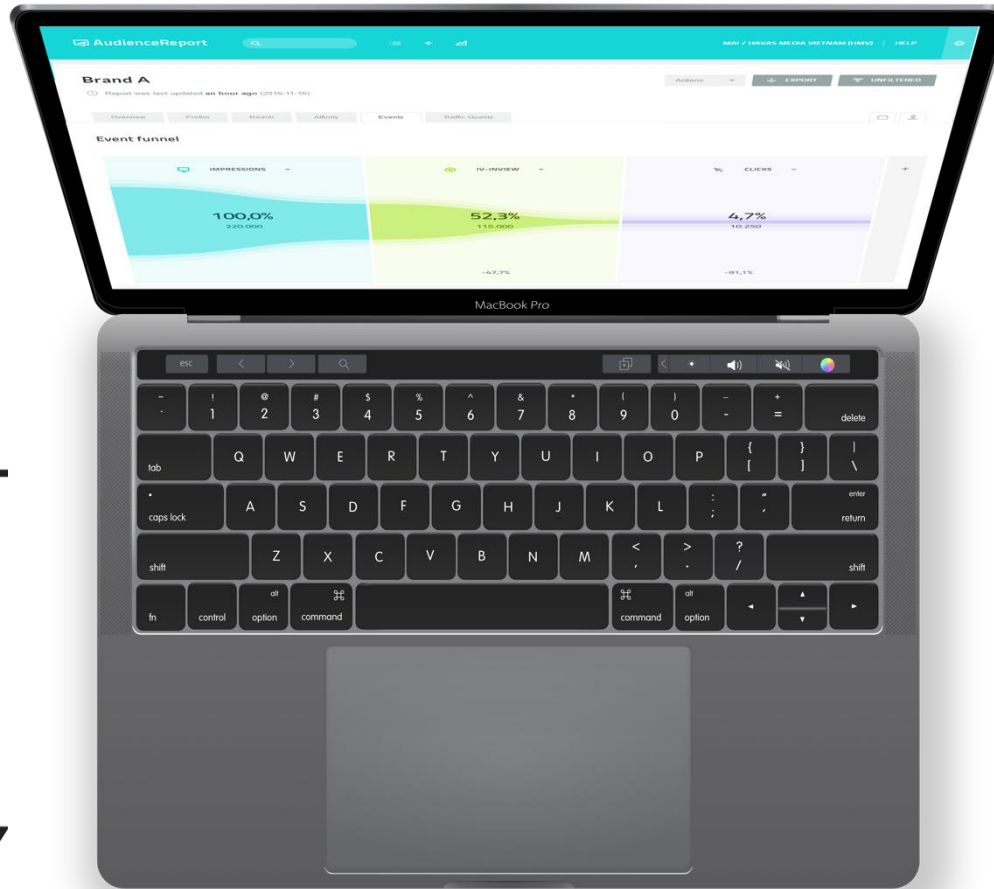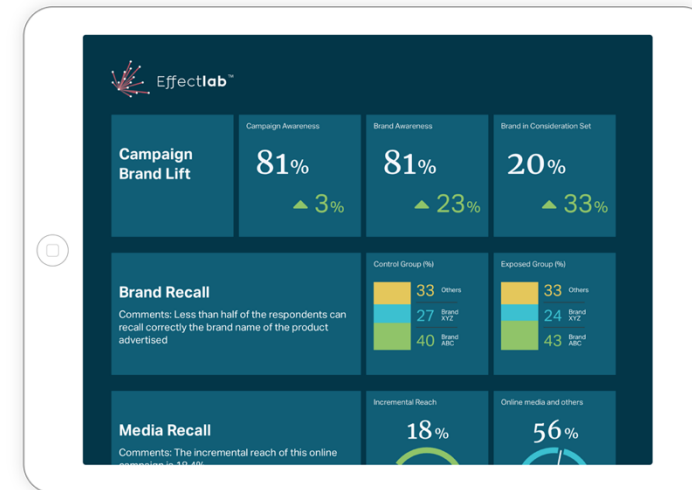
AudienceReport

AudienceReport is an award-winning audience measurement and ad delivery validation solution. It enables you to analyze and optimize your media investment in real-time and across displays, videos and mobile devices.

AudienceReport Core's Metrics

AudienceReport is our audience measurement and ad delivery validation solution that enables you to optimize your digital media investment in real-time across displays, videos and mobile devices.

AFFINITY & PROFILE

Get affinity and detailed demographics such as age, gender, income and occupation on your campaign's audience at a publisher level.

REACH & FREQUENCY

Know if you are reaching your intended target audience and how many times. Assess with which digital platforms are contributing most to unduplicated reach.
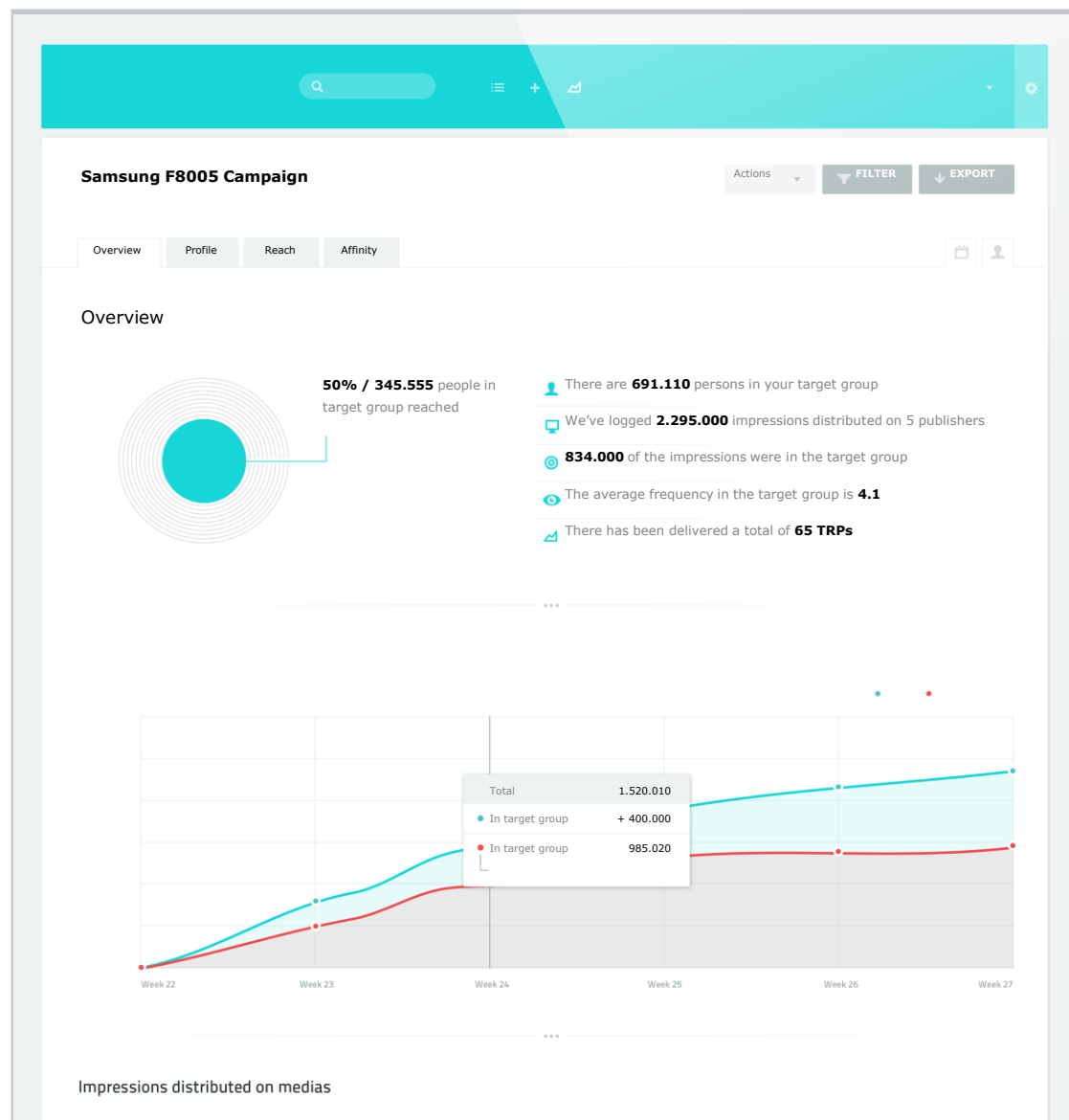
EVENTS

Track buying and analysis metrics beyond impressions and get insight into the conversion from one metric to another (e.g. from impression to in-view or click).

TRAFFIC QUALITY

Assess whether your campaign is reaching real humans, detect irregularities and get insight into device types.

- Decision Lab provides user log-in.

- Data is updated every 3 hours.

- If the client needs assistance, he/she can call the Decision Lab hotline at +84 28 3915 1919.

- Or go to the website: https://helpdesk.audiencereport.com/hc/en-us

Effect Lab helps you understand the effectiveness of your digital campaigns and go beyond conventional media and engagement metrics. By combining audience data with survey responses, we quantify and provide insights into the metrics that matter.

Effect Lab Core's Metrics

Effect Lab is our brand lift study that helps you understand the effectiveness of your digital advertising by combining audience data with survey responses.

BRAND FUNNEL

Know the impact of your digital advertising on brand funnel including Brand Awareness, Brand Favorability and Brand in Consideration Set.

CAMPAIGN AWARENESS

Know if the digital advertising campaign retains in audiences' mind better than the traditional advertising campaign.

NORMATIVE PERFORMANCE

Know your normative performance by comparing your campaign on traditional brand metrics against your industry's average.
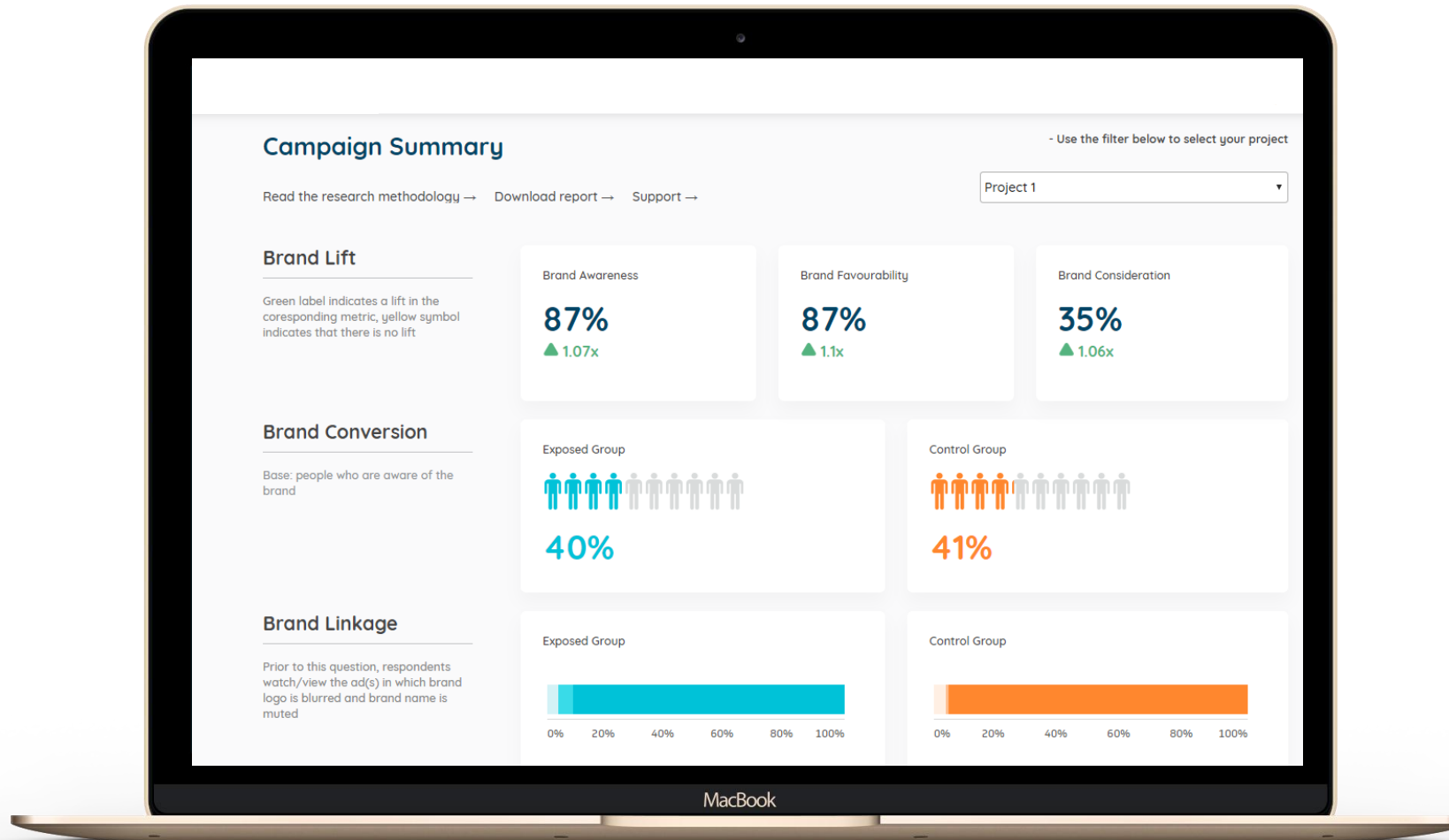
BRAND LINKAGE

Understand your campaign's ability to generate the correct brand name in the memory of your target audience.

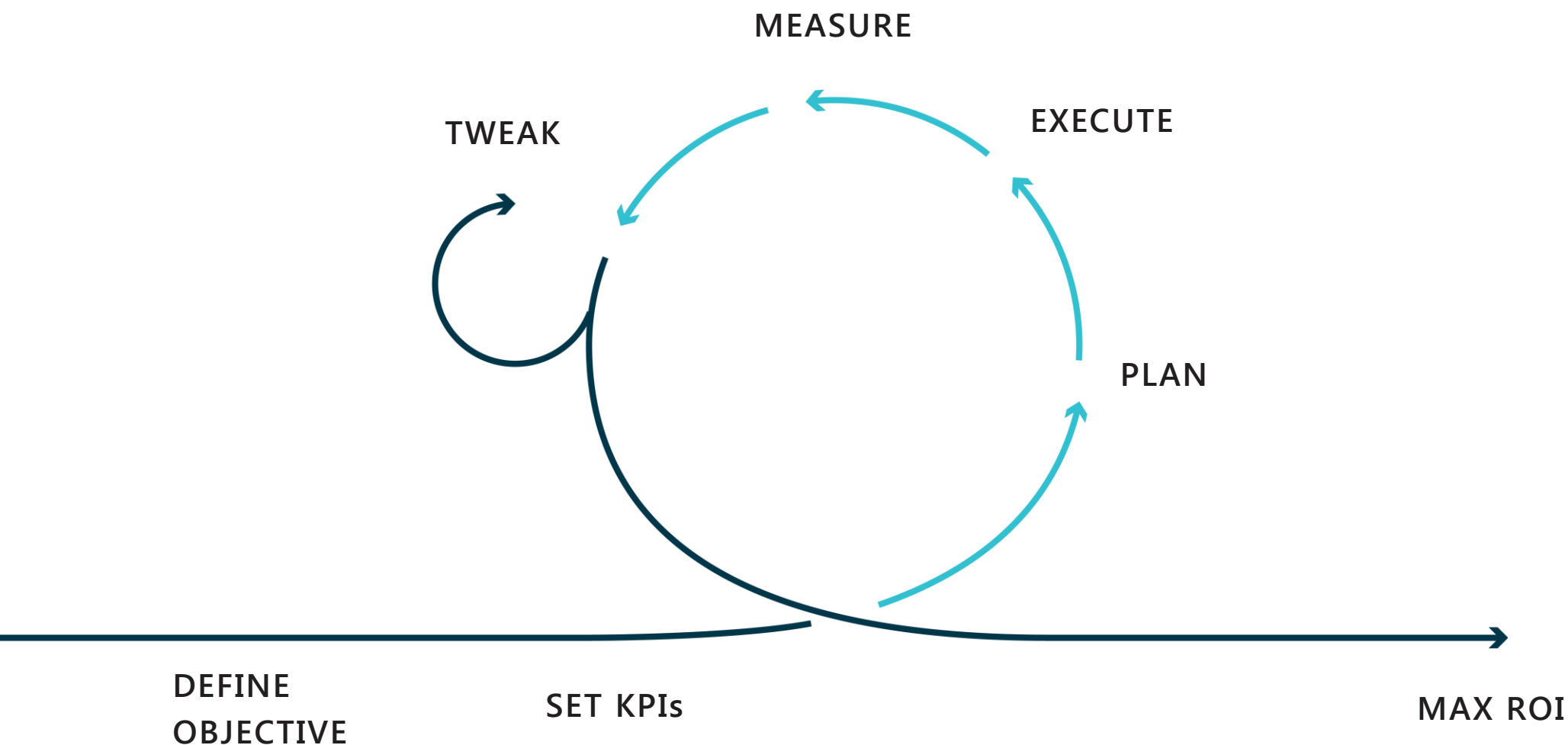# Effect Lab's Real-time Dashboard

Link to Demo

Putting it all together

Case story

Embracing Agile Marketing
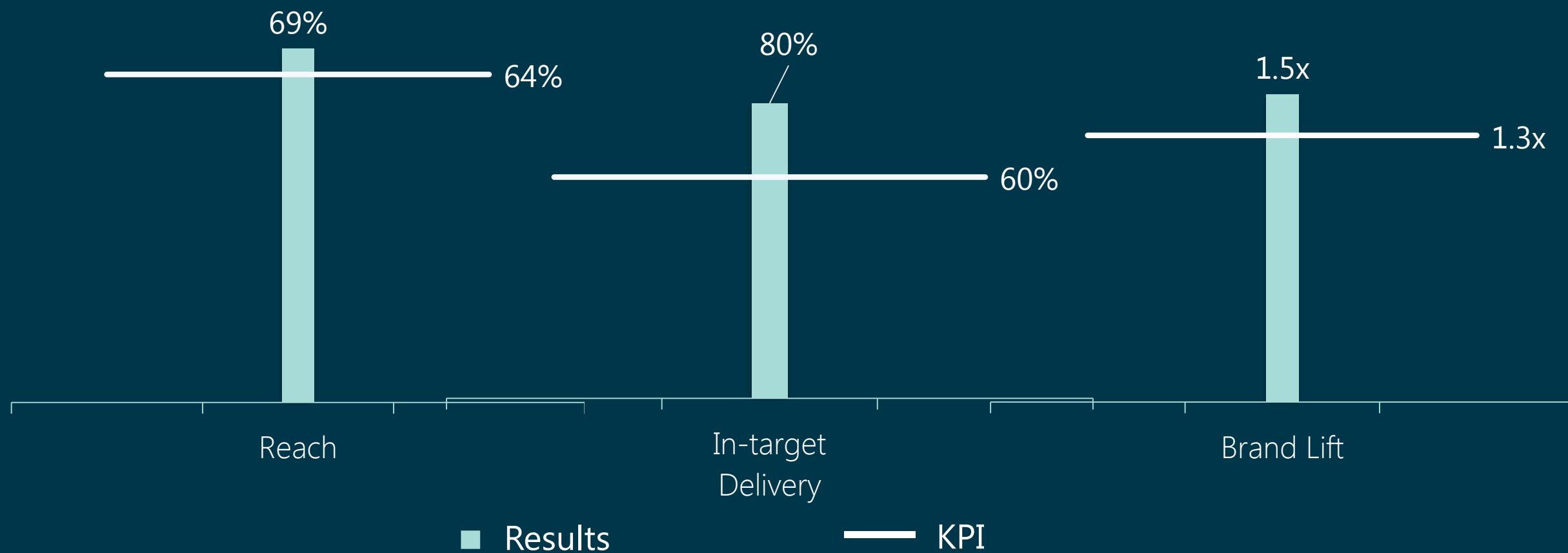

MEASURE

EXECUTE

TWEAK

PLAN

DEFINE OBJECTIVE

SET KPIs

MAX ROI

The Results

69% — 64% (Reach)

80% — 60% (In-target Delivery)

1.5x — 1.3x (Brand Lift)

■ Results   — KPI

Reach out to us

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