



## ARE YOUR DIGITAL ADS "FIT" FOR PURPOSE?

### **The challenge: Creating winning digital advertising**

Digital banner ads need to be visible, on brand and inspire action. They need to fascinate, identify and trigger – we call it "FIT". Most clients tend to think that they can evaluate the success – or failure – of their digital banner ads via assessing the click-through rate. However, click-through rate is not representative of the digital banner experience. Less than 1% of people actually click on banners! The reason for this is that many digital ads simply aren't tested at all.

**By viewing ads through a consumer lens, we help you test your digital ads – past, present and planned – to determine what works.**

However, as brands are dedicating an increasing proportion of their budgets to digital channels (currently 30% on average globally), they need a scalable, rapid and cost-effective way to ensure that ads connect with consumers.

### **Optimizing and amplifying your digital advertising strategy – past, present and planned**

By viewing ads through a consumer lens, we help you test your digital ads – past, present and planned – to determine what works. With our GfK Digital Ad Pulse approach, we are able to predict the potential "hook" and "hold" in a realistic web environment, and we show you the fitness of your digital ads compared to that of your competitors.

Throughout campaign development, we ensure your digital banner ads are always "FIT" for purpose. We help you:

- understand the strengths and weaknesses of past campaigns to help you maximize the effectiveness of future activity
- test your current digital ads to assess what your advertising means to your consumers and brand
- pre-test creatives to enable you to select the creative executions that deliver maximum ROI
- assess the "FIT" of your planned ads so you can optimize ad rotation



Results are stored in an easy-to-use visualization tool, complete with a dashboard that provides an instant overview of all ads tested to date. This supports the rapid decision-making and bigger picture learning that we know is critical for your success in the digital environment.

For more detailed analysis by individual creative execution, our monitor view and PDF scorecards enable you to track the performance of a specific ad in forensic detail.

Through understanding exactly what catches consumers' attention, you can create or modify your campaigns. Our unique visual spotlighting technique passively measures viewers as they move across a web page, bringing into focus the different elements you want them to notice. By recording the path and pace viewers take, we measure the all-important breakthrough of a digital ad.

#### Creating digital campaigns that connect with consumers

We assess the fitness and aptness of ads using three key metrics:

- **Hook:** We analyze the proportion of people whose initial attention is caught.
- **Hold:** We measure how long your ad holds the viewer's attention.
- **Avoid:** We evaluate how many people fail to notice or avoid your ad.

#### Measuring the breakthrough of digital ads

Using our scalable, fast and cost-effective way to evaluate your digital ads. This allows you to adjust your creative to produce campaigns that truly connect with consumers and give you the maximum return for your business.

#### Questions? Contact us!

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#### About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.