



**Ipsos ASI**  
The Advertising Research Specialists

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**brandgraph\*digital**

## Do you need to optimize your in-market digital campaigns?

The best digital marketing activities take advantage of the medium's speed and flexibility. They engage consumers in new ways: they are targeted, relevant, informative – even fun. For marketers, success in this arena has proved elusive and challenging, with feedback coming either too late – or not at all. **We're changing that.**

Ipsos ASI's **Brand Graph Digital** provides an in-market evaluation of how your target audience is responding to your digital campaign, so you can take action and make the right evolution.

**Brand Graph Digital** equips you with insight into:

- How well your broader digital campaign is being received
- How well each of your digital assets is performing and contributing to the overall campaign
- How effective your digital efforts are at answering core brand objectives – driving awareness, interest, usage and more
- Which websites are generating the most activity
- The publisher mix that will optimize your results
- What you should do more of, less of, or differently



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## How Brand Graph Digital Works

The old paradigm suggested it was difficult to find consumers exposed to your digital assets. But that's not the case. Brand Graph Digital shifts this paradigm. By tagging all digital assets before they are published, we can effectively and efficiently understand if Ipsos panelists have been exposed during natural navigation. And not only does the tag connect to our panelist data for targeting, but it provides key analytic insight into exposure, location of exposure as well as frequency. It can also act as a filter for more targeted survey data.

## Brand Graph Digital Applications

Brand Graph Digital combines behavioral data (exposure, video view, frequency) and respondent survey data (intent, purchase, usage, brand perceptions, demographics) into a single dataset. Decay, frequency optimization, targeting effectiveness, and campaign reach and frequency estimates among your key target can all be measured reliably with sufficient sample size for meaningful analyses. Finally, we recognize that with digital advertising it is not just about exposure, or opportunity-to-see (OTS). Our Ad Recognizer analysis leverages OTS and Recognition to reveal the complete story of your digital assets' reach and creative quality.

## The Opportunity to Adjust Your Creative, Optimize Your Media Buy – Early On

Your digital advertising, websites, and other assets are measured during the first two weeks of your campaign uncovering how each component is performing in-market, on its own and in combination with other elements of your campaign. Results are delivered in time to optimize both media weight and, if necessary, creative.

## Evaluate the Effectiveness Of Your Digital Campaign

Assess the effectiveness of your campaign with a stand-alone study, or as part of a Brand Graph tracking program. With the ability to conduct post-waves at the end of the we can measure effectiveness on ability to meet objectives like sales, advocacy, equity and positioning.

Brand Graph Digital uniquely measures:

- **Real Brand Effects:** Whether your objectives are to build sales, equity or advocacy, Brand Graph Digital lets you know whether your digital assets are building your brand
- **Real Media Effects:** We assess content in context because consumers as they navigate on their own terms
- **Holistically:** you know 'what happened' via the traditional behavioral data and analytics provided. But more importantly, you know 'why that is important' for your brand
- **And with a true understanding of creative quality:** Knowing the outcomes a digital ad will generate for your brand is one thing. Knowing why, through our Creative DNA, ensures you know what works best for your brand, so that you can continue to grow and build in the future

## About Ipsos ASI

Ipsos ASI is a leading global research agency specializing in advertising and brand communications. Offering state-of-the art research solutions that employ measures predictive of in-market performance, our research helps clients build stronger brands.

Our areas of expertise include all aspects of advertising development and in-market evaluation across traditional and emerging media. Ipsos ASI's goal is to help clients deliver the right message at the right time across the right media to deliver the best return for their brand.

The Ipsos ASI team of brand and communications research experts is a global community of specialists who are passionate about advertising. From concept development to production, from final execution and into post-implementation performance, we help inform client decisions at every stage of the process.

To learn more about Ipsos ASI, visit [www.ipsos.com/asi](http://www.ipsos.com/asi)