# PHOENIX

## Digital Dimensions

### Revolutionizing the way you evaluate digital advertising effectiveness

Phoenix Marketing International's Digital Dimensions is a breakthrough research platform that goes beyond click-through metrics to give clients comprehensive insight into the effectiveness of their digital media and the impact of digital campaigns on their brand health. Armed with the insights provided, clients are able to take decisive action and maximize digital campaign performance.

Digital media has become an undeniably powerful marketing tool that is commanding an increasing portion of advertisers' media dollars. As a result, marketers need to understand digital campaign effectiveness, the creative potential of individual executions, and how they contribute to the brand. Until now, digital media research was expensive, time-consuming, and left a lot of questions about the contribution of digital campaigns to brand health.

Today you have a new option: **Digital Dimensions** provides you with an unmatched perspective of the consumer experience by capturing reaction to your digital advertising among individuals actually exposed to the advertising. The best insights are achieved by targeting those already exposed to your advertising in the real world.

Rather than depending on "self-stated" which can be misleading, our proprietary technology tags every piece of creative in your digital campaign. Later, when respondents are recruited into our survey, we have a record of exposure, including to which ads and how many times.

## Key Questions Digital Dimensions Answers:

▶ What is the impact of your digital creative on your brand?

▶ Did your digital creative effectively communicate the intended marketing message?

▶ What is the online impact among your specific target audience?

▶ What is the impact of multiple online ad and channel exposures?

▶ How does online exposure impact your offline results?

## How is Digital Dimensions Different?

► **Analysis is based on proven exposure to your online ads**. By segmenting a test and control group based on exposure, you are able to isolate the effect your ads had on consumers and quantify the changes in their perceptions and attitudes towards your brand.

► **Every single piece of creative is tagged and exposure is tracked among the respondent pool**. Panelists previously agree to track their cookies (we do NOT use pop-ups).

► **Studies are completed within weeks versus months**.

► **We apply in-depth creative analytics and predictive models to online measurement**. Phoenix is a proven leader in predictive modeling and creative analysis for branding, advertising and media. Digital Dimensions leverages this industry-leading knowledge to provide you with specific insights into your online creative.

 o Creative AdPi® (Advertising Performance Index) score – proprietary model that accurately predicts an ad's potential for in-market success
 o In-Market AdPi® (Advertising Performance Index) score – proprietary model that accurately predicts persuasion.
 o In-depth creative evaluation metrics
 o Consumer actions tied to ad exposure

► **We are able to examine the interactive effect of your online and offline media channels and their combined impact on your brand.** Digital Dimensions is able to integrate with other Phoenix Marketing brand and advertising tracking products for a holistic view of your marketing efforts.

► **We do not recruit consumers right after they view your ad**. Other research platforms use an "intercept" methodology that recruits respondents right when they see your advertising, which could bias the results. Digital Dimensions recruitment methodology gives you access to a variety of targeted audiences in terms of demographics, psychographics, and exposure to your advertising.

## What our clients receive

► Custom questionnaire development
► Fact-based, timely, results including:

 o Measured campaign lift of key brand & advertising metrics
 o Creative assessment and recommendations
 o Campaign success measurement among your target audience

► Access to industry ad norms and Phoenix datasets
► Results presentation to client team
► Dedicated analyst time for follow-up inquiries

**www.phoenixmi.com**

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