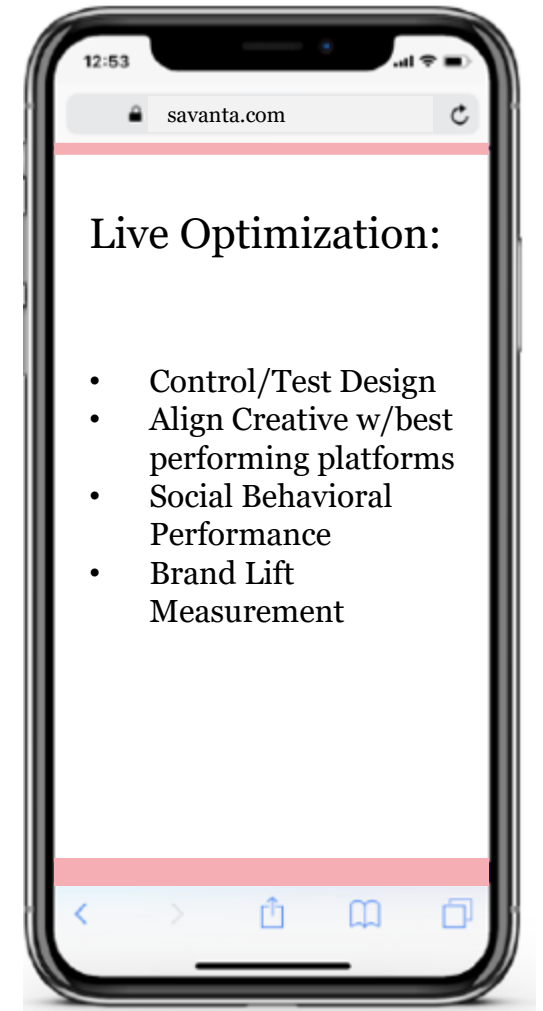Savanta: Digital Ad Performance
Make better decisions

Digital Ad Performance solutions created to help our clients *make better decisions*:

Creative Concept Optimization

Pre-Test Digital Creative:

- Multiple Platforms
- Variety of Ad Formats
- Behavioral Data
- KPI Measurement
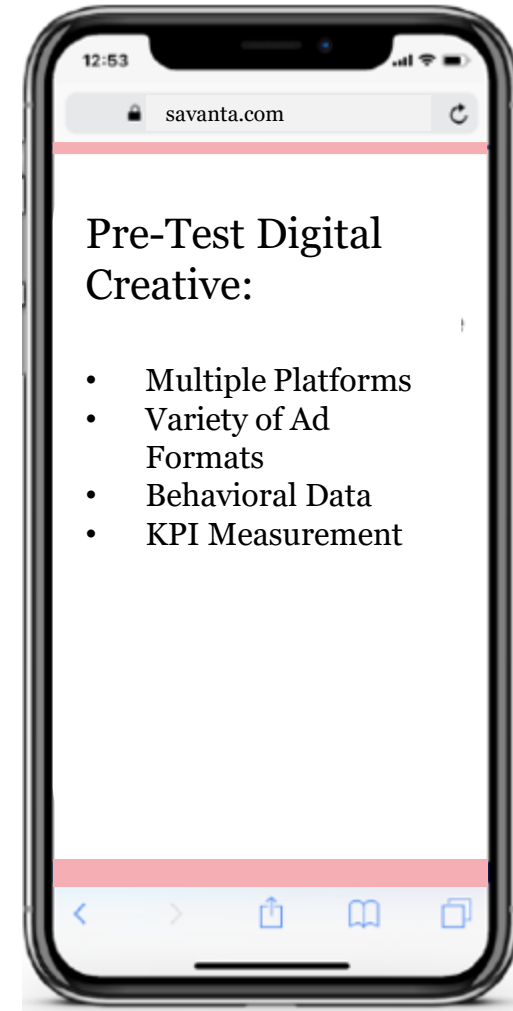
Digital Spend Optimization

Live Optimization:

- Control/Test Design
- Align Creative w/best performing platforms
- Social Behavioral Performance
- Brand Lift Measurement

Savanta:

How Digital Ad Performance tests are done

01 Screen qualifying respondents

Like any other research study, it starts with the right audience. We will ensure we are measuring your actual target audience, as well as ask them category interests so the platform they are exposed to is relevant to their daily lives. From there, we inform them that they will be leaving the survey platform to view an environment they typically browse, like Instagram or YouTube (or Twitter or Facebook or MTV.com, etc.).

02 Test ads in the natural environment

Each respondent will be sent to a specific media platform environment depending on the test. We can simulate almost all social and media platforms, even TikTok. Once the respondent is on the platform, they scroll the feed or site naturally which is updated with current events based on the category of interest and will be exposed to the test ad (or control ad depending on cell).

03 Follow up survey +behavioral data

After the respondent has completed exploring the test environment and has been exposed to the ad, they are returned to the survey to answer a few questions like awareness, intent, recall, and brand perceptions or other custom KPI's (if applicable). Behavioral data from the test captured includes ad visible, visibility time, average visibility, hover ad, hover time, video replay started, video replay time, percent of video played, audio play started, audio replay time, video skipped, skip time and more.

Savanta:

Targeted Audiences

Savanta's provides audience access for a wide variety of customized targeting options to tailor the survey to match that of your campaign.

Savanta serves as your audience access consultant to recommend the right solution based on your target audience and research objectives.

Global   Consumer   B2B

High Net Worth   Healthcare

4

Insights from our Digital Ad Performance tests will inform:

✓ Where to focus your digital media spend

✓ How your creative will be viewed across platforms

✓ Understanding creative concepts' impact on your brand

5

Respondent Experience

Simulating the media environment allows for a more natural respondent experience, which leads to reliable, high quality data with a fast turnaround.

✓ No need for cookie catching

✓ Fast access to your target audience

✓ Ideal quick test during the planning stages of your digital campaign
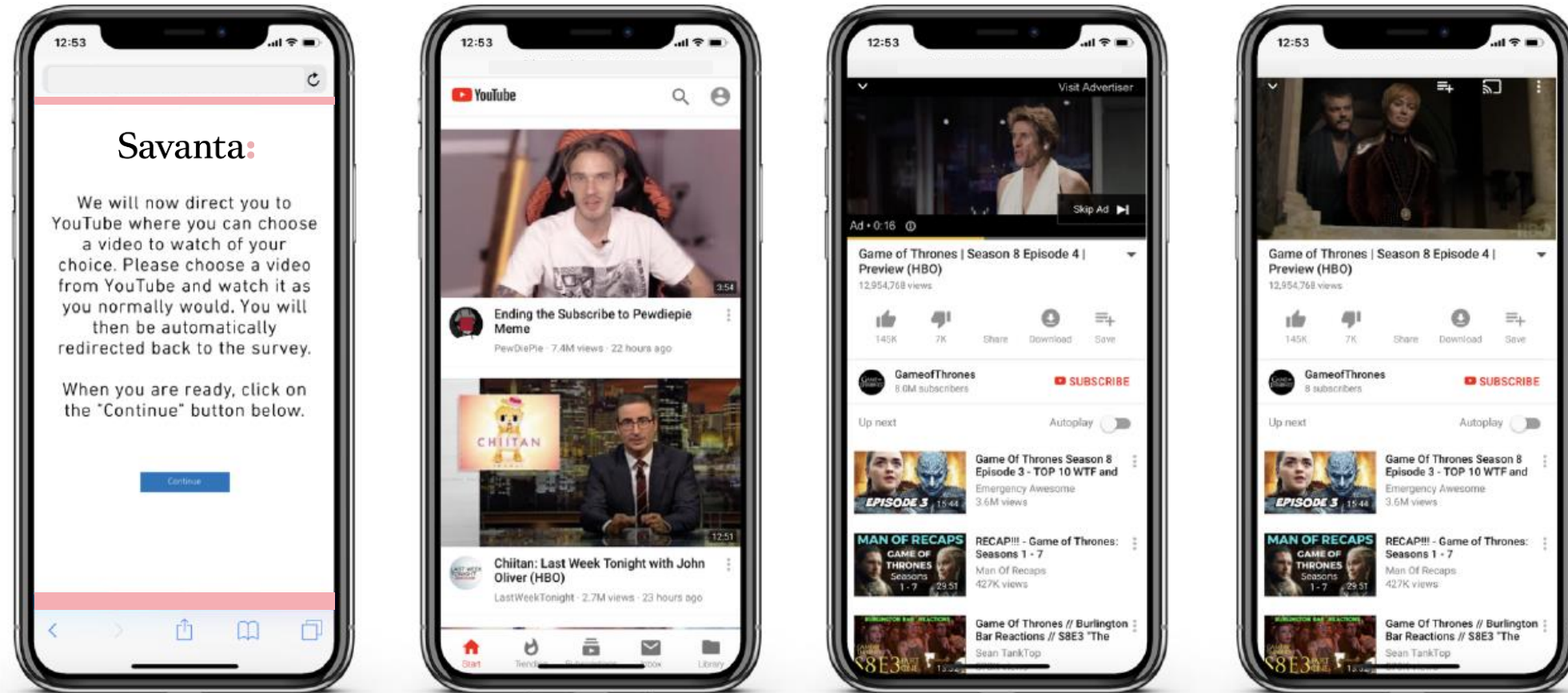
Digital Ad Performance Survey Process

Once they screen into the survey & get assigned to cell:
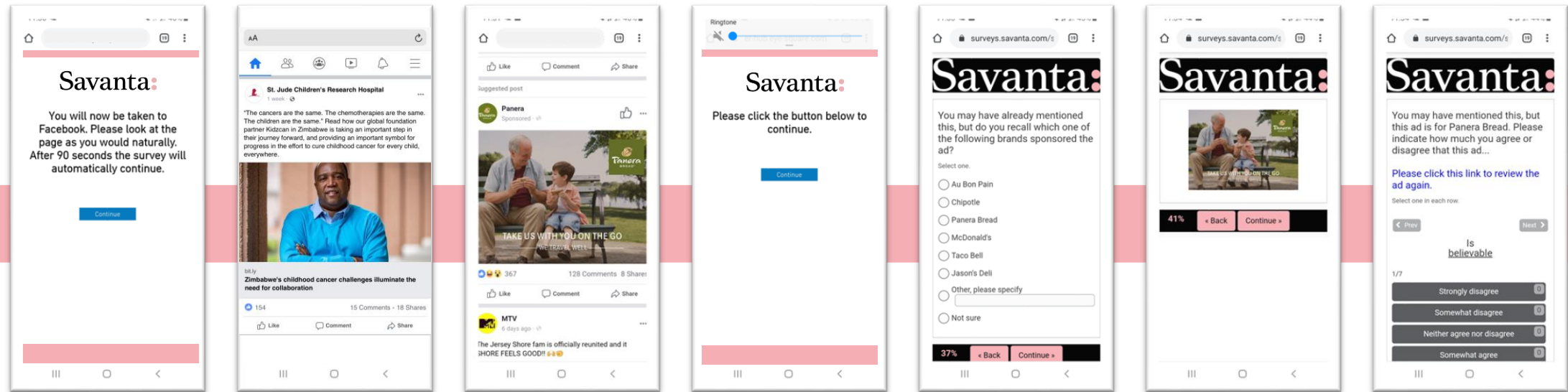
Go to site   Browse normally   Exposure   Back to survey   Series of concept evaluation questions

Digital evaluation   **"Traditional" evaluation**

Savanta:

Supported Social Media Testing Platforms

Savanta:

Metrics & Deliverables

Traditional & Behavioral Metrics

Ad KPI's (Survey)

- Ad Recall (Unaided/Aided)
- Brand Recall (Unaided/Aided)
- Message Association
- Brands Statements
    - Believability
    - Relatable
    - Attention Grabbing
    - Positive Image
    - Differentiation
    - Comprehension
- Brand Linkage (20 points)
- Custom KPI's available upon request

Digital Performance (Behavioral)

- Ad Visibility
- Cursor Hover
- Video Replay
- Audio Start
- Ad Skipping
- Clicks
- Social
    - Likes
    - Comments
    - retweet

Savanta:

Project Deliverables

- Questionnaire Design
- Project Management
- Survey Programming & Hosting
- Customizable Target Audience(s)
- Single or Multi-Cell Design
  - Multiple creatives
  - Multiple sites/platforms
- Cross Tabs
- Behavioral Metrics Summary
- Dashboard Access
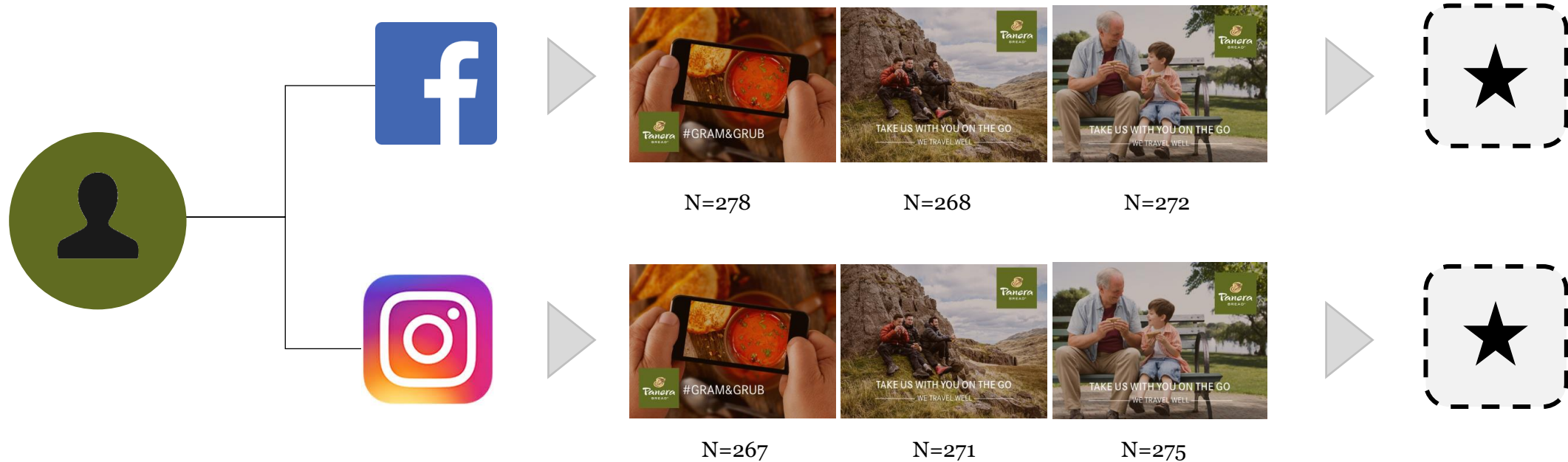- Interactive Report w/Analysis

Savanta:
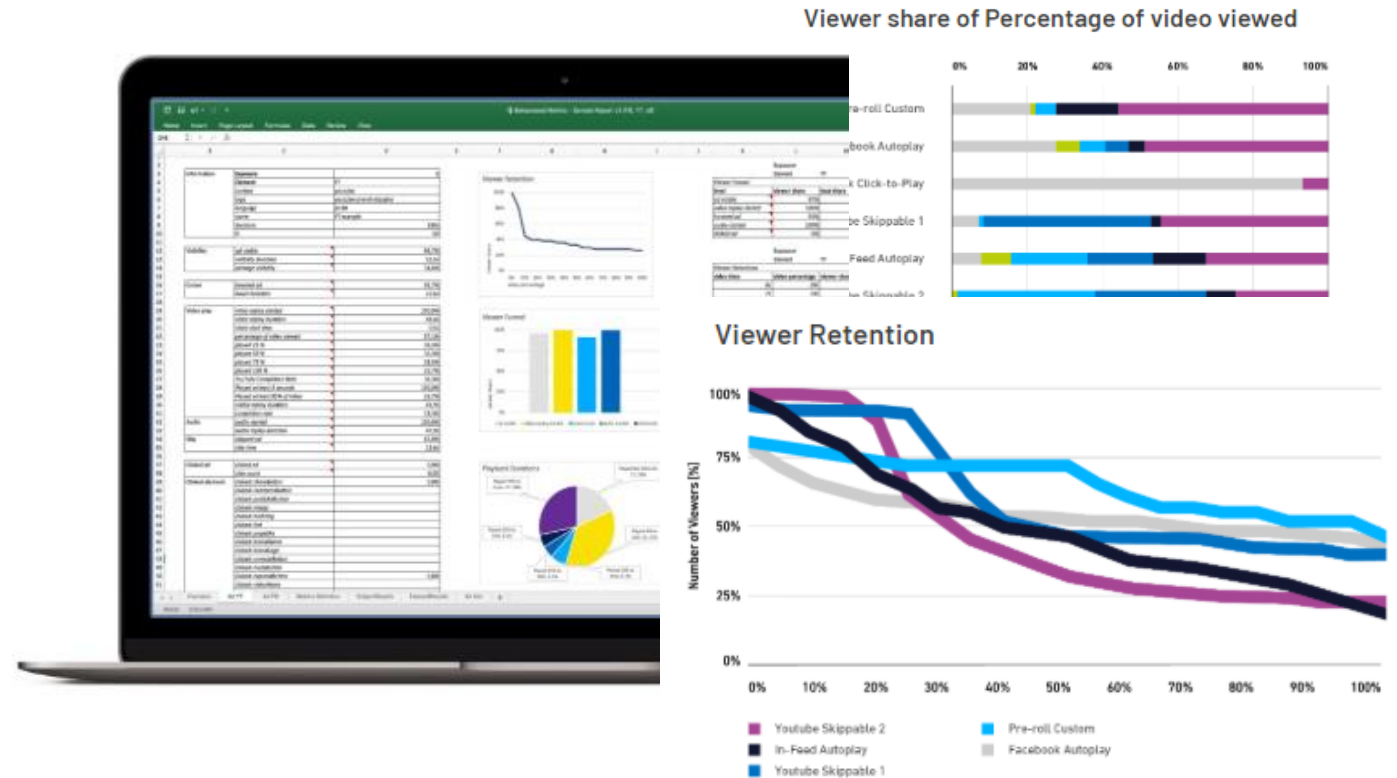
Use Case: Creative Pre-Test

In our pilot study, Panera was our hypothetical client interested in finding out 2 things:

1 Understand which concept the brand should move forward with in their digital campaign

2 Understand which social platform performs best across the campaign
(Facebook vs Instagram)

Savanta:

Concepts

#GRAM&GRUB

TAKE US WITH YOU ON THE GO
—— WE TRAVEL WELL ——

TAKE US WITH YOU ON THE GO
—— WE TRAVEL WELL ——

Methodology

N=278   N=268   N=272

N=267   N=271   N=275

Based on their social media usage, Panera customers are assigned to one of the two sites of client's interest

Respondents are then allocated to one of the three concepts in a monadic test

Both Digital and Traditional Metrics are measured for each concept

We see that the **On The Go: Park** creative is the best performing creative when it comes to traditional metrics

One thing to note is that all concepts have healthy evaluation metrics and the stakeholder team could move forward with any
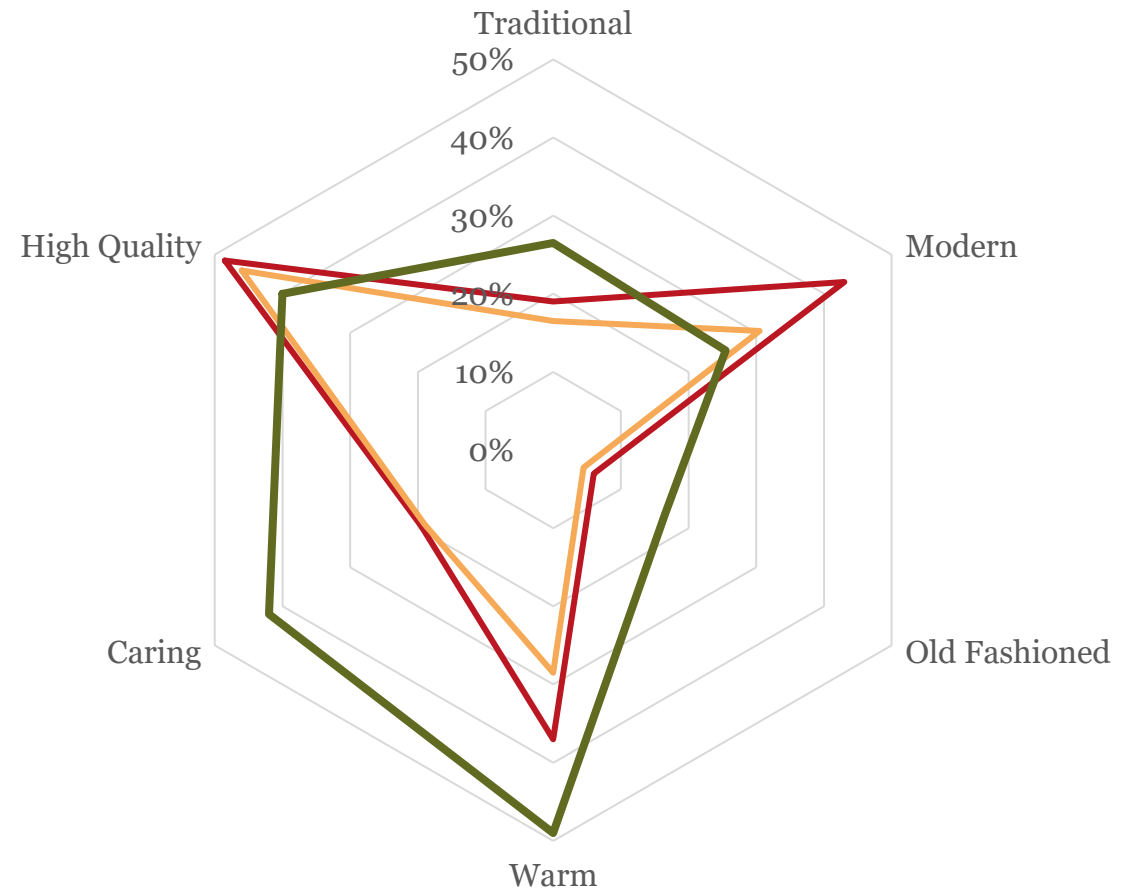
"Traditional" Metrics

50%   90%

Savanta:

When we look at the concepts across brand personality attributes, we start to see some separation among the group

Brand Personality Metrics

"Traditional" Metrics

	Facebook	Instagram	Facebook	Instagram	Facebook	Instagram
Clear	78%	79%	81%	81%	88%	86%
Believable	**77%**	**79%**	**74%**	**76%**	**84%**	**83%**
Feel good	68%	68%	76%	73%	76%	80%
Likely to visit	67%	73%	76%	77%	78%	78%
Relevant	63%	66%	69%	66%	74%	72%
Attention	73%	70%	70%	74%	68%	68%
Different	57%	58%	62%	65%	59%	61%
Newsworthy	63%	62%	56%	59%	58%	61%

Brand Personality

	Facebook	Instagram	Facebook	Instagram	Facebook	Instagram
Traditional	17%	21%	18%	15%	28%	25%
Modern	40%	46%	30%	31%	24%	27%
Old fashioned	6%	6%	4%	5%	18%	15%
Warm	37%	37%	30%	27%	49%	49%
Caring	20%	19%	20%	18%	39%	45%
High quality	50%	47%	44%	48%	39%	41%

Values based on T2B

Savanta

All Interactions*

In our digital evaluation we see a different story emerging with Instagram outperforming Facebook and more variability in the creatives' performance
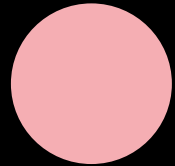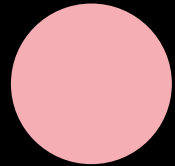
Facebook

| | 6% | 13% | 6% |

Instagram

| | 14% | 15% | 8% |

* Interactions include shares, comments, likes, image clicks, etc.

Savanta:

Thank you

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Savanta**:**