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
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.).

### 01 Screen qualifying respondents

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).

### 02 Test ads in the natural environment

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.

### 03 Follow up survey +behavioral data

<table>
<thead>
<tr>
<th>Screen qualifying respondents</th>
<th>Test ads in the natural environment</th>
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</tr>
</thead>
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</table>
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
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
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
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**
Supported Social Media Testing Platforms
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
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
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)*
Concepts
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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value 50%</th>
<th>Value 90%</th>
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<tbody>
<tr>
<td>Clear</td>
<td></td>
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<tr>
<td>Believable</td>
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<tr>
<td>Feel good</td>
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<tr>
<td>Likely to visit</td>
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<td>Relevant</td>
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<td>Different</td>
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<td>Newsworthy</td>
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</table>

* Values based on T2B
When we look at the concepts across brand personality attributes, we start to see some separation among the group.
However, traditional metrics don’t give clarity into the best platform for campaign optimization.

### “Traditional” Metrics

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>Vimeo</th>
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<tbody>
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<td>79%</td>
<td>81%</td>
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<tr>
<td>Believable</td>
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<td>79%</td>
<td>74%</td>
<td>76%</td>
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<tr>
<td>Feel good</td>
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<td>68%</td>
<td>76%</td>
<td>73%</td>
</tr>
<tr>
<td>Likely to visit</td>
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<td>73%</td>
<td>76%</td>
<td>77%</td>
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<tr>
<td>Relevant</td>
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<td>66%</td>
<td>69%</td>
<td>66%</td>
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<tr>
<td>Attention</td>
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<td>58%</td>
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### Brand Personality

<table>
<thead>
<tr>
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<th>Twitter</th>
<th>Vimeo</th>
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</thead>
<tbody>
<tr>
<td>Traditional</td>
<td>17%</td>
<td>21%</td>
<td>18%</td>
<td>15%</td>
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<tr>
<td>Modern</td>
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<td>46%</td>
<td>30%</td>
<td>31%</td>
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<tr>
<td>Old fashioned</td>
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<td>6%</td>
<td>4%</td>
<td>5%</td>
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<td>Warm</td>
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<td>High quality</td>
<td>50%</td>
<td>47%</td>
<td>44%</td>
<td>48%</td>
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</tbody>
</table>

- Values based on T2B
In our digital evaluation we see a different story emerging with Instagram outperforming Facebook and more variability in the creatives’ performance.

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

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