



Growth  
from  
Knowledge

## Ad Fit Optimizer

An integrated solution  
for testing & tracking  
ad effectiveness

**In today's cluttered marketing landscape, attracting & holding consumer attention becomes more challenging every day.**

Getting your ad in front of consumers is just the beginning of the battle; attention spans are shrinking, and multi-tasking is the new norm.

To understand whether your campaign will succeed in this unforgiving world, you need to go beyond traditional ad evaluation systems.

GfK's Ad Fit Optimizer (AFO) meets the needs of this turbulent ad environment, revealing whether your ad can hook and hold consumer attention, leave a lasting impression, and make an emotional impact. Leveraging a new analytic framework, AFO also delivers:

- metrics that can be applied across pre-testing and in-market evaluations
- consistency across media formats, including video, display and mobile
- quick timelines and budget-friendly costs
- easy-to-use Visual Database (VDB) that fuels bigger-picture learning

AFO evaluates finished ads leveraging in-context environments consistent with traditional and mobile banners and video.

Respondents are free to disengage from the ads at any time, as they would be when viewing on TV, a web page, or a mobile site. It provides deep diagnostics on what is working in the ad and opportunities for improvement.

The integrated Ad Fit system also includes:

- **Ad Fit Screener (AFS):** Provides quantitative insights on early ad concepts, helping to refine advertising ideas and improve the efficiency of the creative development process. AFS includes the opportunity to understand direct comparisons across ad concepts.
- **Ad Fit Tracking (AFT):** Post testing of ads in-market to understand advertising performance, including diagnostics to assist in future refinements or new creative development. AFT offers flexibility for evaluating brand uplift with different approaches depending on the type of ad, the investment in it and your budgets.

At each step, the Ad Fit system builds on a consistent analytic framework and incorporates deep diagnostics. While efficiencies designed into the system make it fast and reasonably priced, they also allow for customization to address unique business needs.

### Contact Us

To find out more, please contact your GfK representative or email Jon Brand at [jon.brand@gfk.com](mailto:jon.brand@gfk.com).

### About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media — now and in the future. As a research and analytics partner, GfK promises its clients all over the world "Growth from Knowledge".

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