

AdTracker™

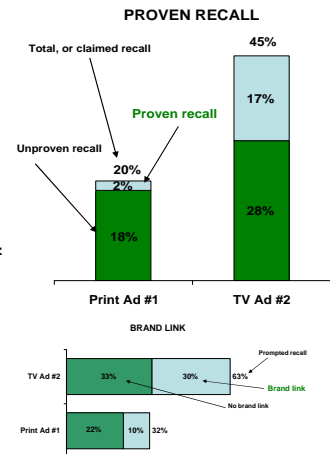


What is AdTracker™?

Insightrix **AdTracker** is a unique approach to accurately measuring the recall and effectiveness of your advertisements. As significant resources are committed to developing and running campaign executions, **AdTracker** is a critical metric to determine how *effective* the messages are. *It lets you know if your money was well spent.*

Ad recall research is not new, and common approaches are available to collect this information. However, *Insightrix employs a unique line of questioning* to more clearly identify ad recall and, in turn, ad effectiveness. At the high level, there are four key elements of Insightrix Research's ad recall program:

- **Claimed recall:** Those who say they have seen advertising for your brand.
- **Proven recall:** Respondents are asked to describe the advertising they claim to have seen for your brand.
- **Prompted recall:** Describing various advertisements to the respondent in detail and ask if they recall seeing it. Some may refer to this as "aided recall", however the sponsor of the advertisement is not referenced in our approach.
- **Brand link:** Those who claim to have seen the advertising described to them are then asked who was the sponsor. *Correctly naming the sponsor of the ad (brand link) is of critical importance to determine if people remember you.*



In addition, a series of related questions are asked of respondents to determine what impact the advertisement had and the message it conveyed. This assists in determining whether your message got through the clutter and was interpreted the way you had intended.

How does it work?

Upon receipt of the advertising materials, Insightrix Research will design a customized questionnaire to meet your needs. If desired, additional objectives or topic areas may be incorporated into the questionnaire, as appropriate. Telephone interviews will be conducted with a random and representative sample of the general population or among the audience targeted by the campaign. Once the data is collected, Insightrix conducts in-depth analysis and provides a summary of the results in either a written or power-point format. The analysis includes providing context around the findings, based on industry, gross rating points, and topic. Results from **AdTracker** can also be used as benchmarks for the effectiveness of future campaigns.

Insightrix Research is...

a full service market research firm. Comprised of in-house experts in quantitative and qualitative research, we assist questionnaire design, data collection (telephone and online), advanced statistical analysis, custom online reporting, and panel recruitment, development, and maintenance. For more information on the **AdTracker** product, please call our Canadian or Australian office.



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