

Brand.net Delivers Audience and Brand Impact for Retail Holiday Campaign

In effort to evaluate campaign impact, Brand.net sought to understand brand awareness and consideration measures of their retail client’s holiday campaign.

The online campaign targeted consumers with a strong interest in fashion who were looking for a superior holiday shopping experience. With this in mind, the client set out to manage campaign reach and frequency to impact key audience targets within relevant environments. The campaign ran for four weeks across contextually-relevant sites delivered by Brand.net.

Dynamic Logic utilized the AdIndex Dash® solution to measure the effectiveness of the retailer’s online campaign against key brand metrics in real time, providing Brand.net with valuable opportunities to optimize their client’s campaign while in-market.

RESEARCH APPROACH

AdIndex Dash leverages the industry-standard control/exposed methodology in which two groups are surveyed and results are compared to determine a campaign’s branding impact. AdIndex Dash enabled the client to evaluate and optimize the campaign using real-time data through an online dashboard.

RESULTS AMONG OVERALL AUDIENCE

Based on AdIndex Dash results (demonstrated on page 2), the retail campaign successfully broke through and shifted intent to purchase in store (+12.6%) among overall respondents, meeting a key campaign goal. Furthermore, consumers became more favorable towards the brand as a result of campaign exposure, as demonstrated through the percentage point increase of 7.5 in Brand Favorability.



Campaign boosted favorability (+7.5%) and in-store purchase intent (+12.6%)

Note: Above visual is a sample representation of the AdIndexDashboard

MARKETNORMS® BENCHMARK

When benchmarked against 132 other retail campaigns in MarketNorms, Aided Brand Awareness, Brand Favorability and Purchase Intent ranked ‘Excellent,’ further supporting the strength of this particular campaign on Brand.net. Furthermore, campaign results essentially performed within the top 1% of all online campaigns measured by Dynamic Logic in the retail category.

CASE STUDY

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REACH AND RESULTS AMONG THE TARGET

Campaign effectively reached 44% of its target — consumers with a strong interest in fashion — showcasing Brand.net’s strength in delivering precise audience targeting through innovative technologies. The online advertising also performed best among the target audience, with significant increases in lower funnel metrics as a result of exposure.

MULTIPLE FREQUENCIES WERE EFFECTIVE

A frequency analysis reveals higher campaign effectiveness at multiple frequencies, with significant increases across nearly all metrics. With the ability to leverage the online dashboard to measure results in real time, Brand.net was able to monitor and adjust frequency levels to optimize the campaign while it was live.

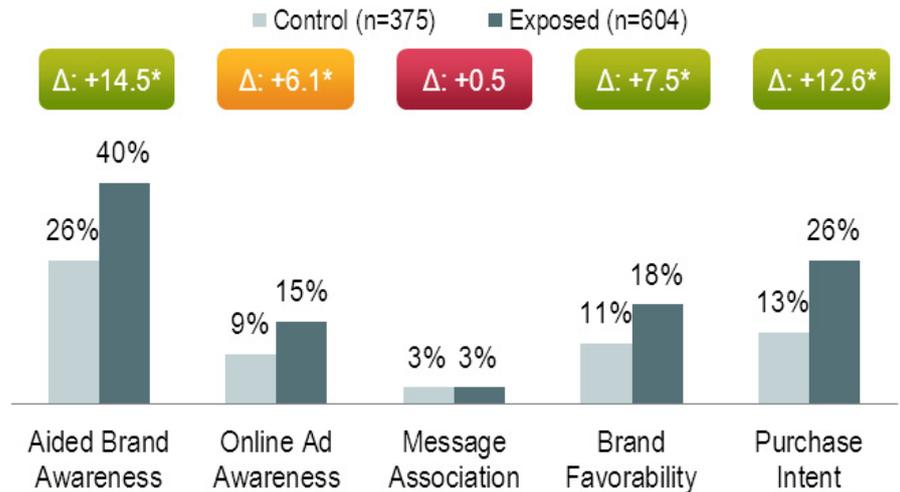
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BUSINESS OUTCOME

Our findings confirmed the value of Brand.net’s web wide solution for brand building, most notably with regards to increasing awareness and purchase intent. Securing stellar brand performance standards in Q4 of 2011 has allowed for Brand.net’s participation in nearly a quarter of a million dollars of 2012 opportunities. Custom client solutions now incorporate new Brand.net offerings from multiple targeting layers to high impact placements. Brand.net continues to be in consistent consideration of client seasonal initiatives, from Spring Fashion to Back to School.

To get real-time ad effectiveness measurement for your campaigns, please contact your account manager or email us at sales@dynamiclogic.com.

Overall Audience: Brand Metrics Compared to MarketNorms®



Top 30% Δ = Control-Exposed (Percent of People Impacted)
Middle 40% * Statistically significance at a 90% confidence level
Bottom 30% MarketNorms Q1/11 (Category: Retail, Baseline Adjusted, N=132 campaigns)

Real-Time Results: Creative & Frequency Impact by Target Audience

		Aided Brand Awareness	Online Ad Awareness	Message Association	Brand Favorability	Purchase Intent
		Δ	Δ	Δ	Δ	Δ
Overall Audience		+14.5*	+6.1*	+0.5	+7.5*	+12.6*
Target: Women, 25-35 Holiday shoppers		+33.2*	+11.6	+4.9	+41.2*	+33.8*
Target: Interest in fashion		+23.5*	+11.5*	+1.3	+15.4*	+12.6*
Creative Size	300x250	+13.0*	+4.5*	+0.1	+5.8*	+11.5*
	The rest	+29.1*	+18.9*	+4.0*	+22.0*	+19.5*
Frequency	1 exp	+1.4	+2.6	+0.9	+4.8	N/A
	2-3 exp	+13.2*	+3.3	+0.1	+6.0*	+10.3*
	4+ exp	+27.5*	+20.6*	+2.2	+16.0*	+25.7*

Δ = Control-Exposed (Percent of People Impacted)
 * Statistically significance at a 90% confidence level