Return on Reputation & Awareness
A platform that turns big data into applied data to help us figure out the value of a reputation or awareness campaign.

Message Direction
Do people remember seeing your message?

Measure Favorable/Unfavorable
Did your campaign actually persuade people?
Are they more aware of you?

Message frequency
How many times do people need to see my message
before they're persuaded?

Impact by channel
Does Twitter, FB, my website or my ad program persuade
the most people. What is the right mix?

Learn about different audience segments
Are my customers, voters, influentials
visiting my website?

Our panel consists of the 195 million users who watch video online

A survey unit is delivered as an alternate pre-roll video experience
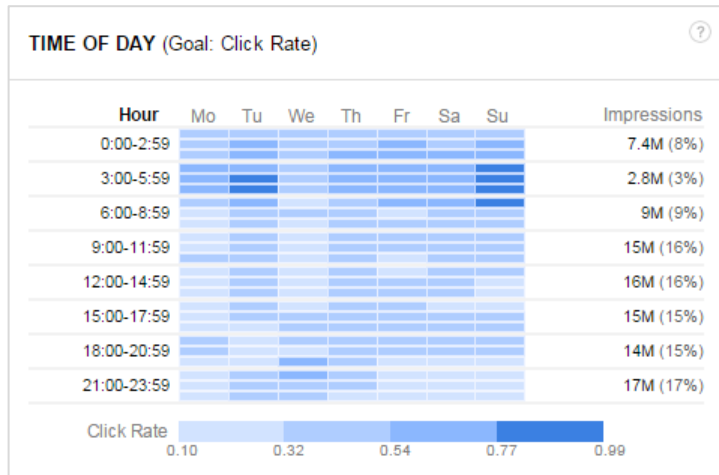
Anything you can target with a digital ad can be tested including: voter file, and individuals

We measure results in a real-world environment where people don't know they're being studied
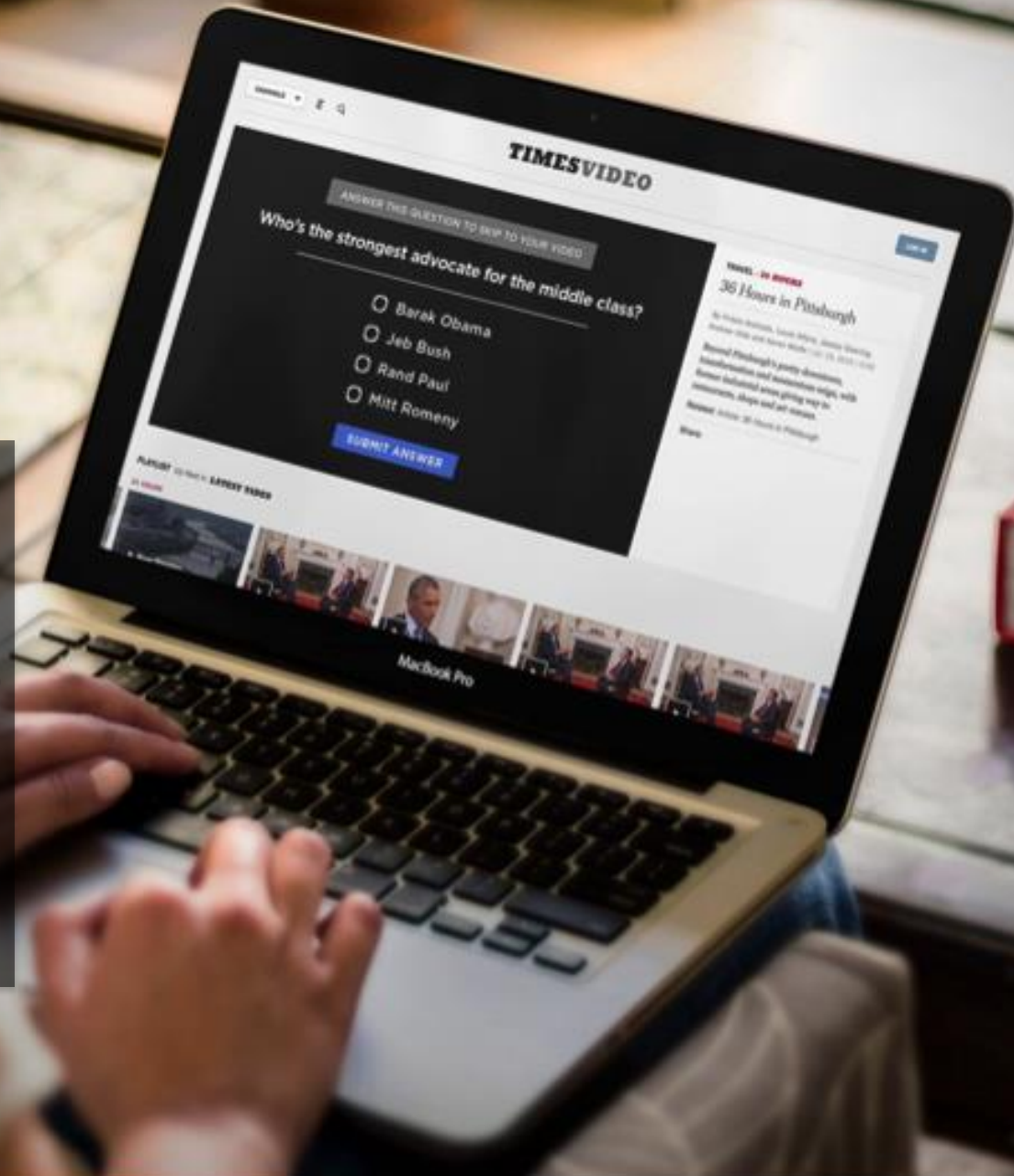
Our data infrastructure gives us unprecedented visibility into the digital ad ecosystem, tracking every ad at the individual level. This lets us measure the persuasive impact of specific messages, channels, and frequency.

Typical Aggregate Reporting

What we see

TIME OF DAY (Goal: Click Rate)

Hour	Mo	Tu	We	Th	Fr	Sa	Su	Impressions
0:00-2:59								7.4M (8%)
3:00-5:59								2.8M (3%)
6:00-8:59								9M (9%)
9:00-11:59								15M (16%)
12:00-14:59								16M (16%)
15:00-17:59								15M (15%)
18:00-20:59								14M (15%)
21:00-23:59								17M (17%)

Click Rate   0.10   0.32   0.54   0.77   0.99

User 1

8:00 AM	Saw an ad on NYT
9:05 AM	Clicked a Politico ad
12:15 PM	Watched a YouTube video

User 2

10:00 AM	Saw a video ad on WaPo
10:01 AM	Saw a video ad on YouTube
10:05 AM	Answered a Vantage survey