ADimension®
Campaign Effectiveness

Understand the impact of advertising campaigns to ensure that you're spending your ad dollars effectively.

ADimension® provides the capability to measure the performance of advertising campaigns across desktop, tablet and mobile devices, including in-app, using key brand metrics so you can better understand consumer insights from an individual centric view. Our interactive reporting dashboard allows you to analyze campaign results, enabling you to improve campaign effectiveness and maximize advertising ROI. By combining Research Now SSI's robust, accurate first-party data with dynamic dashboard reporting, ADimension is the ultimate solution for measuring and optimizing your advertising throughout each phase of the campaign.

TABLET

MOBILE

IN APP

DESKTOP LAPTOP

VIDEO

Improve Campaign Performance

Measure Brand KPI Lifts
Conduct in-flight or post-campaign ad effectiveness surveys to exposed and control groups

Evaluate Exposure
Gain insight into ad and site exposure via our proprietary tagging and cookie technology

Compare Performance
Ability to compare performance across different publishers and creative messages

Measure People, Not Cookies or Devices

To measure the impact of ad campaigns against key brand metrics, you need access to a true single-source measurement solution at scale that can provide data at the individual level. Our solution allows you to achieve in-depth analysis for all digital platforms to inform media optimization and allocation, as well as calculate return on investment.

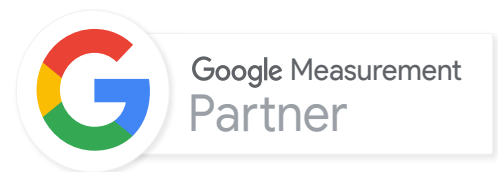Evaluate and optimize campaigns with dynamic dashboard reporting.

Key Benefits and Features

- **Cross-Device Exposure**
  True single-source, cross-device measurement across desktop, tablet and mobile devices. iOS, Android, in-app, and mobile browser measurement gives a full view of a single individual's ad exposure.

- **Easy to Implement**
  A closely matched control group, based on robust panel profiles and deterministic algorithms, eliminates the need for bonus impressions.

- **In-Target Sample & Feasibility**
  Benefit from Dynata's robust, accurate first-party data which includes an average of 200+ profile points per panelist allowing for specific target definitions matching your target audiences.

- **Consistent Results**
  Our uniform sampling approach across publishers and devices ensures accurate and consistent results, even in complex environments.

- **Interactive Dashboard Reporting**
  Dynamic access to campaign KPI's and key brand metrics. Test results at various confidence levels and filter by demographics, education, income, and more.

- **Uninterrupted User Experience**
  The use of Dynata's first-party data eliminates the need for on-the-spot survey interception methodology when browsing online and therefore does not impact the user experience of your media partner's visitors and audience you target.

ADimension is the best solution for measuring and optimizing your advertising throughout each phase of the campaign. By combining the largest cross-device panel in the industry with dynamic dashboard reporting, you can achieve a complete view of your campaign to optimize and quantify your campaign's performance.

Dynata – a Google Measurement Partner

Our ADimension® solution is approved specifically for measuring digital brand lift ad effectiveness on Google's YouTube marketing platform. Powered by Dynata's extensive global data asset, ADimension will help YouTube advertisers better understand the performance of their digital ads and audiences, for better return on their investments and stronger brand relationships. Outside of YouTube, ADimension measures cross-media ad effectiveness, both online and offline.

Google Measurement
Partner

dynata.com