



dynata™



ADimension™

Cross Media

ADimension™ provides the capability to evaluate and optimise the effectiveness of your cross-media ad campaigns so you can gather greater insights into how a campaign is influencing consumers at all levels of the purchase funnel. By combining passive data collection with survey research, you can understand the effectiveness of your advertising across all media channels, define the optimal media mix, and improve campaign performance.

True Cross-Media Measurement

By utilising our first-party panel data and methodology that facilitates consistent cross-media measurement, you can view lifts in key brand metrics and perceptions across all channels in one holistic measurement study.

Our interactive dashboard capabilities allow you to evaluate the impact on selected key brand metrics for both exposed and unexposed (control) groups that are recruited throughout the course of your campaign via our first-party panel. The dashboard's interactivity also allows you to perform multi-channel analysis by segmenting the data by campaign, media type, and in combinations: TV, desktop, mobile, out-of-home, print and any combination of channels that is meaningful (such as Digital and TV Exposed, Digital and Print Exposed, etc).

Key brand metrics that can be measured



**unaided & aided
brand awareness**



brand perceptions



online ad awareness



brand familiarity



brand favourability



purchase intent

Evaluate and optimise cross-media advertising campaigns with interactive dashboard reporting.



Integrate Data Sources

Integrate cross-media data sources so you can achieve a more robust view of your campaign's performance



Identify Exposure

Identify exposure, both online and offline, at the individual level through a single-source, panel-based solution



Interactive Dashboard Reporting

View a complete picture of your campaign performance across all media channels and brand metrics via our interactive dashboard

Measure People, Not Cookies, or Devices

Understanding true, unduplicated cross-media campaign effectiveness starts with the individual consumer. Accessing Dynata's true single-source, panel-based solution, which can connect a consumer's ad exposure across all media channels, provides data at the individual level allowing you to achieve in-depth analysis to inform media optimisation and allocation.



*Linear TV tracked through household and survey metrics



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