



ONLINE ADVERTISING EFFECTIVENESS

Measuring Attitudinal Impact of Digital Display Advertising

The Client

A major insurance company

The Challenge

Take measurement and media optimization to the next level by delivering visibility of attitudinal metrics during the company's campaign period.

The Results

SymphonyAM confirmed that the campaign delivered powerful impact on brand attitudes, doubling the audience's top-of-mind awareness and increasing the intent to recommend by 20%. This data enabled the client to validate their campaign impact and shift more investment online.

Arming a major insurance company with the insights to shift perception and optimize their online media campaigns

In 2010, a major insurance company's commercial markets business (commercial auto, group employee insurance benefits, liability, property, and workers compensation) needed to build brand, drive new leads, increase consumer response, and assess their commercial brokers and agents. Working closely with their digital agency, they developed an online media plan that focused on reaching commercial insurance buyers, influencers and their networks through online trade and general business publications, enhanced by sophisticated targeting and social media.

Campaign objectives included

- Brand-building and online lead generation
- Accessing commercial insurance brokers and agents
- Driving purchase funnel metrics with each target segment
- Supporting multiple lines of business more efficiently

Business Challenge

While previous campaign measurement captured impressions and clicks connected with the insurance company's Web site visitor behavior, this measurement approach was too limiting to capture a comprehensive picture of campaign impact on consumer attitudes or develop a competitive advantage in digital display advertising for the client.

Leveraging Symphony Advanced Media's advertising effectiveness measurement capabilities, the agency's goal was to take the insurance company's Commercial Markets measurement and optimization to the next level by delivering visibility of attitudinal metrics during the campaign period for the first time.

Solution

We developed a digital advertising effectiveness study using a customized survey, respondent recruitment from the online campaign and control/exposed methodology. Measurement objectives included:

- Determine campaign reach of business decision maker target audiences
- Quantify and benchmark campaign impact on purchase funnel branding metrics for target segments, especially favorability and consideration
- Measure campaign impact in competitive landscape and calculate campaign ROI based on share of consideration
- Understand effectiveness of online media placements and creative executions



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Measuring Attitudinal Impact of Digital Display Advertising



To help our agency client provide clarity around the attitudinal impact of their online ad campaign and digital optimization guidance to their top insurance company client, we developed an advertising effectiveness study using a customized survey, respondent recruitment from the online campaign and control/exposed methodology.

The Methodology

Using a hybrid of opportunity-to-see (media exposure) and ad recall (sponsorship events), all survey participants had similar media and client brand advertising consumption in television, magazine, online and radio. Results were reported for the audience which followed college football regularly compared with the remainder of the audience which did not.

The Findings

The study's results confirmed that the insurance company's campaign effectively reached target decision makers and influencers, and illuminated their in-market status.

The campaign delivered powerful impact on brand attitudes, including doubling the audience's top-of-mind awareness and increasing the intent to recommend by 20 percentage points. There was strong agreement among the exposed audience on the insurance company's most prominent brand attribute.

The campaign substantially increased the insurance company's competitive standing for favorability, consideration and intent to recommend, at the expense of specific competitors for each metric.

Interestingly, the study also found that those exposed to the advertising were much more likely to visit the website and less likely to call their broker or agent, at least initially.



The Results

SymphonyAM's findings and recommendations strengthened the agency's digital advertising strategy for the insurance company's Commercial Markets.

Study results have validated the definition of audience segments and selection of media partners. The campaign's attitudinal impact on its own and among competitors has been proven and can now be tracked against benchmarks.

Results confirmed that campaign messaging was effective, as was the offering actionable detail to optimize the remainder of the campaign.

What We Can Do For You

If you need to understand the impact and effectiveness of your digital investments, we can help. We enable brand owners and agencies to measure and optimize their digital media to maximize ROI, increase brand lift and shift consumer awareness.

Performance Metrics

- Campaign Impact Lift and Norm
- Campaign Performance
- Audience Exposure
- Competitive Share
- Creative Performance

User Benefits

- Get a daily read on your online campaign performance
- Self-serve set up for fast and easy implementation
- Scalable, customizable
- Actionable dashboard reporting

Our innovative measurement solutions and platforms, expertise in cross-media measurement and unparalleled client services will help you validate and optimize your most challenging media investments.

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