

Ad NEST™

Native Exposure for Social Testing

Advertising is the voice of your brand – it's critical to measure not just what you say, but also what people see, hear, feel and the actions they take. We optimize marketing by measuring the **behavioral, emotional, and perceptual responses** to your creatives across the channels that matter most to you.

- 1 Resolve Platform Limitations**
Expose people in-environment within digital and social platforms
- 2 Craft Engaging Ads**
Measure how people view and engage with your ads
- 3 Prioritize Platforms**
Evaluate performance across multiple channels and platforms
- 4 Drive Deeper Connections**
Integrate less-conscious reactions to measure emotional responses
- 5 Reinforce Your Brand**
Quantify perceptual impact on your key brand equities
- 6 Be Effective, Not Average**
Norms-based diagnostic evaluation to quantify ad effectiveness



\$129B

2019 Total US Digital Ad Spend



56%



Facebook & YouTube share of US digital Ad Spend



2.4

Average hours/day spent on social media

EFFECTIVE ADVERTISING



Capture Attention



Deepen Connection



Grow Perceptions

EFFECTIVENESS MEASUREMENT

Overall Effectiveness
Is it an effective ad?

Attention
Will it get noticed?

Measure Takeaway
What will it communicate about the brand?

Branding
Is the brand the hero?

Brand Bonding
Will this strengthen brand feelings/affect audience behavior?



CONTACT US
✉ INFO@LRWonline.com

Ad NEST™

The Details

QUESTIONNAIRE

Screener

Native Exposure

Ad Evaluation

Emotions & Perceptions

Profiling

EXPOSURE & ENGAGEMENT

Engagement Metrics

- Ad Visibility
- Cursor Activity
- Video Play: Duration, Replay
- Ad Skipping
- Engagement: Likes, Comments, Shares and Clicks

EMOTIONS

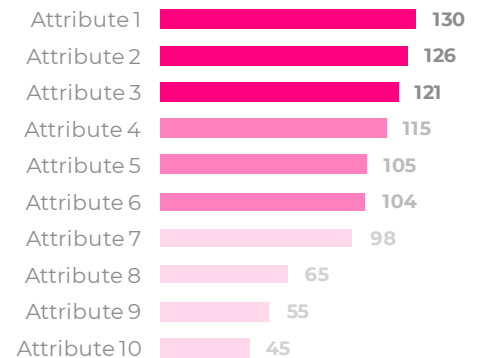
 **Brand Identity**

 **Emotion Activation**

 **Human Needs**

EQUITIES

Uncover the attributes the drive KPI performance



How do we do it?

LRW combines deep human understanding with sophisticated analytics to measure consumer response across behavioral, emotional, and perceptual dimensions. We:

- Show ads and capture digital behaviors in the authentic viewing context of Facebook, YouTube, Instagram and other digital platforms.
- Evaluate an ad's ability to elicit the right emotional reactions, deepen implicit identification, and resonate with fundamental human needs.
- Apply sophisticated analytics to identify the equities and perceptions that fortify the behavioral, perceptual, and brand-specific KPIs that your business cares about most.



CONTACT US

✉ INFO@LRWonline.com