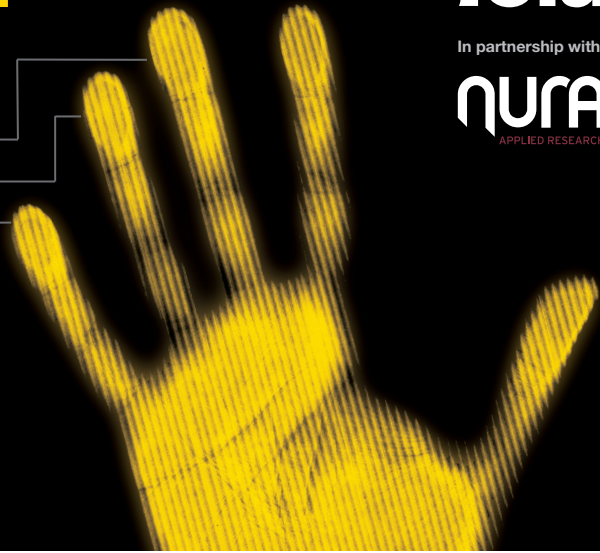


TRACK

MEASURE

ANALYSE



## Optimise the effectiveness of your online advertising campaigns

**BrandSpector** is an online tracking tool that provides a new method to measure both the effectiveness and efficiency of your advertising campaigns. Developed in partnership with nurago, this method uses tracking cookies and in-depth profiling information on panellists from Toluna's global online community to give advertisers, planners and media buyers a much deeper insight into the effectiveness of their marketing campaigns.

### How does BrandSpector work?

BrandSpector tracks exposure to your online advertisement, measures its effectiveness and delivers live data, helping you to optimise your online campaign.

#### Track

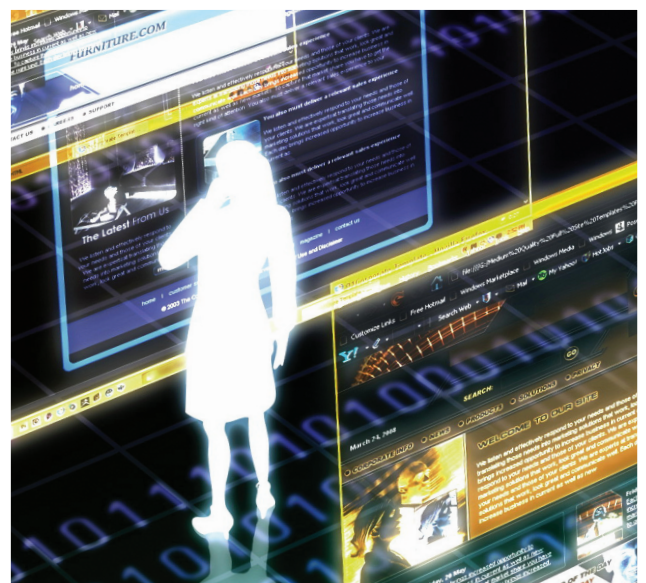
BrandSpector flags panellists from Toluna's global online community with nurago cookies while integrating counting pixels into online ads. This enables us to provide an in-depth profile of those people who have been exposed to the campaign using the 750 plus data points we hold per panellist.

#### Measure

By surveying panellists who have and have not been exposed to the advertisement, we can measure the extent of which the online campaign has changed brand perceptions.

#### Analyse

We deliver live data in real-time, allowing you to make any modifications needed in order to optimise the efficiency and effectiveness of your ad.



With over **750 data points** held on each panellist we can provide an **in-depth profile** of those exposed to your online advertising campaign

## What can BrandSpector do?

### Measure the efficiency of your campaign:

*Has your campaign reached the intended target group?*

Using members from Toluna's global online community ([www.toluna.com](http://www.toluna.com)) we can provide structural data for those panellists who have come into contact with your online ad so you can see if your campaign has reached the intended target group.

Toluna collects on average over 750 attributes per panellist, so compared to more traditional methods of ad tracking such as onsite recruitment, we can provide more in-depth profiling on those individuals who have been exposed to a campaign.

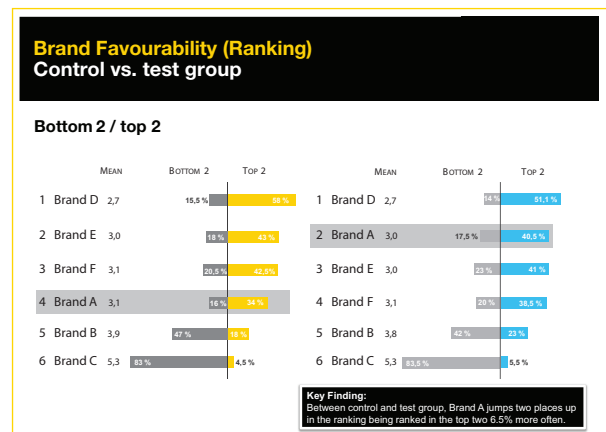
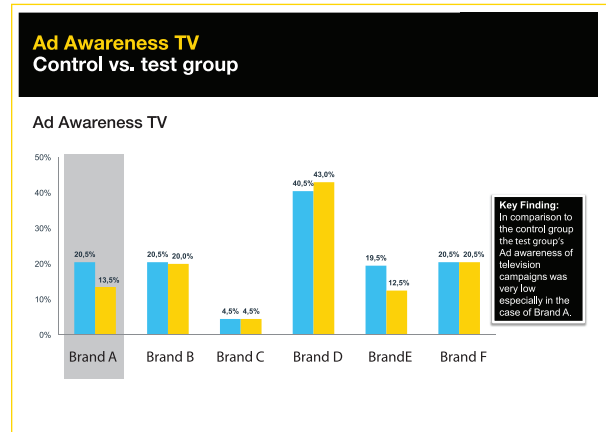
The results from a study can be statistically weighted to represent the total online population and are delivered in PDF, Excel or SPSS and PPT which includes factors such as age, gender, household income and social grading.

### Measure the effectiveness of your online campaign:

*Has your campaign changed peoples' brand perceptions?*

Pre and post testing interviews are conducted to establish if your online campaign has changed an individual's perception of your brand. Those panellists who have come into contact with the online ad and those who have had no contact are asked to respond to identified benchmarks such as:

- Brand recognition
- Ad awareness
- Brand awareness
- Interest in product
- Purchasing interest



The data produced can be used to create graphs and charts to illustrate key findings

Additionally, a number of covariates can be integrated when analysing the campaign's effectiveness, for example the number of times an individual has been exposed to a specific ad, ad contacts in specific environments and/or with certain advertising formats. Differences in responses to the surveys can be attributed to specific online advertising in various contact frequency classes.

For more information about BrandSpector please visit [www.toluna-group.com/brandspector](http://www.toluna-group.com/brandspector) or call **+44 (0) 203 058 5000**.

#### About Toluna

Toluna is the world's leading independent online panel and survey technology provider to the global market research industry. The company provides online sample and survey technology solutions to the world's leading market research agencies, media agencies and corporates. Unlike other panel providers, Toluna has developed a unique online community approach to the management of its panels. Through the use of web 2.0-based technology it has created the world's first social voting community site [toluna.com](http://toluna.com), focusing on maximising panellist engagement to offer increased survey responsiveness and data reliability to its clients.

#### About nurago

nurago is one of the most innovative providers of technologies for digital brand media and usability research worldwide. With a sophisticated combination of new measurement technologies and traditional research methodologies, nurago sets industry standards and offers a particularly efficient and valid success control for your performance in the digital media environment. For more information about nurago please visit [www.nurago.com](http://www.nurago.com)