



Connect:Live

Brand impact of Facebook video in live context

THE CHALLENGE



Online video campaigns are often measured with digital metrics such as views and clicks that have **little relationship with how the campaign delivers brand impact.**

THE SOLUTION



Connect:Live **measures the brand impact of Facebook video advertising in live context** to help you optimise your campaign to brand marketing goals.

HOW DOES IT WORK?



Behavioural
Ad exposure

+



Registration
User Data

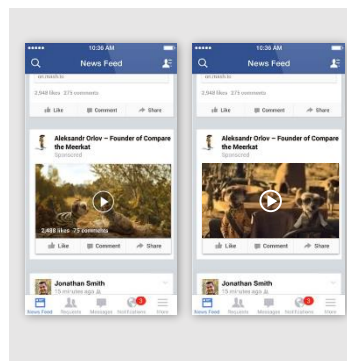
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Attitudinal
Survey Data

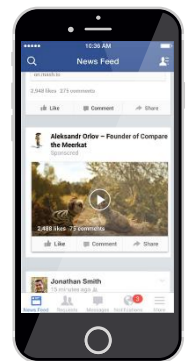
- Surveys among people exposed to each ad.
- Results compared to control group.
- Combine this **attitudinal data** with **behavioural** and **registration** data.
- Results reported within 5-7 days* of campaign launch.

INFLIGHT OR PRE-LAUNCH



Pre-test:
test different ads on
a small number of
impressions before you
launch your campaign.

OR



In-flight
measure brand
impact of a live
campaign in-flight