

GEMIUSEFFECT

ADVERTISING CAMPAIGN ANALYSIS:

- THE DIRECT EFFECT OF THE CAMPAIGN
- THE BRANDING EFFECT OF THE CAMPAIGN
- SOCIO-DEMOGRAPHIC PROFILE OF THE CAMPAIGN'S RECEIVERS

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Offer - July 07



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Objectives of the Research

An integral element of every advertising campaign launch is the subsequent analysis of its efficiency. The Internet is increasingly frequently being used by advertisers and the possibilities of measuring it are incomparably richer than in the case other media. That is why Gemius SA has created a number of research tools, which in a complex and multidimensional way, analyze the efficiency of an advertising campaign.

Thanks to the methodology designed by Gemius SA, measuring the effects of a given online advertising campaign is possible. Using the knowledge gathered by this means, we can obtain answers to questions regarding the campaign's efficiency.

The gemiusEffect research study is a basic tool that supports the work of every media planner or the person responsible for marketing in a given company. The research consists of three separate modules:

1. gemiusDirectEffect – the research which allows you to find out what the direct effect of a given advertising campaign was
2. gemiusBrandingEffect – the research which allows you to estimate the perceptual efficiency of a given advertising campaign
3. gemiusProfileEffect – the analysis of the socio-demographic profile of the Internet users who were reached by the campaign

Goals of the Research

Using the methodology of the **gemiusTraffic** research study and **gemiusEffect**, which is based on it, we are able to examine a given advertising campaign according to 3 effects that it invokes:

	Effect	Indicators
gemiusDirectEffect	Direct effect	<p>At this stage we find out the direct effect of the campaign by showing how many people the campaign reached and how interested they were in it. Both the analysis of the advertisement's efficiency and more advanced costs analyses can be employed. The direct effect can be measured with the following indicators:</p> <ul style="list-style-type: none"> - Reach - CTR (Click-Through-Ratio) - CR (Conversion Rate) - Actions performed on the service by Internet users who had contact with the advertisement - The average number of contacts with the advertisement per one Internet user - Co-viewing of the advertisement on particular web sites - Analysis of users' behavior on the advertised service after prior contact with the campaign - Geolocalization of Internet users
gemiusBrandingEffect	Branding effect	<p>This part of research tells us to what degree the campaign influenced the perception of the advertised service, product, or brand. There are brand indicators important for the campaign, such as:</p> <ul style="list-style-type: none"> - The influence of the campaign on the brand awareness (unaided and aided awareness) in comparison to the competitors - The influence on the image of a brand, product, or service (the main characteristics of the image, its strengths and weaknesses) - The influence of the campaign on: using the product, purchase intent/using the offer, loyalty towards the brand - Attractiveness and advertising creatives' efficiency evaluation - The influence of the socio-demographical characteristics on the campaign's perception

gemiusProfileEffect	<p>Socio-demographic profile of users</p>	<p>The research provides information not only on the number of people reached by the campaign, but also on their profile. The research allows us to estimate:</p> <ul style="list-style-type: none"> - to what degree the advertising message reached the target group - who was interested in the advertisement and clicked on the creative - whether the profile of the advertisement's receivers was coherent with the consumers' profile <p>With the knowledge of the socio-demographic structure of the Internet users who were reached by the campaign, we possess information on what should be done in order to improve the campaign's efficiency in the future.</p> <p>Having the data from the research we are able to conduct costs analyses detailed by socio-demographic groups.</p>
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Methodology of the Research

Each of the three modules of gemiusEffect is based on a different type of methodology – due to the problems that it examines. Since all of the three modules are connected through the methodology of gemiusTraffic, they constitute a cohesive whole.

gemiusDirectEffect

Measuring the direct effect of a given campaign is based on the gemiusTraffic research study. It gathers hard data concerning the use of the Internet.

Tracking scripts are placed in the codes of the displayed creations, with which both the advertisements' emissions and clicks are monitored. Internet users participating in the campaign are identified by cookie files, which allow us to analyze their behavior on the advertised service.



Additionally, the user's IP is registered, thanks to which identification of the place of connecting to the Internet is possible.

Throughout the campaign's duration, the source data is gathered and subsequently analyzed in detail.

The data can be analyzed every 2 minutes. Thanks to this, we can check, e.g. what influence advertising spots emitted on radio or TV had on the increase in traffic on the advertised web site.

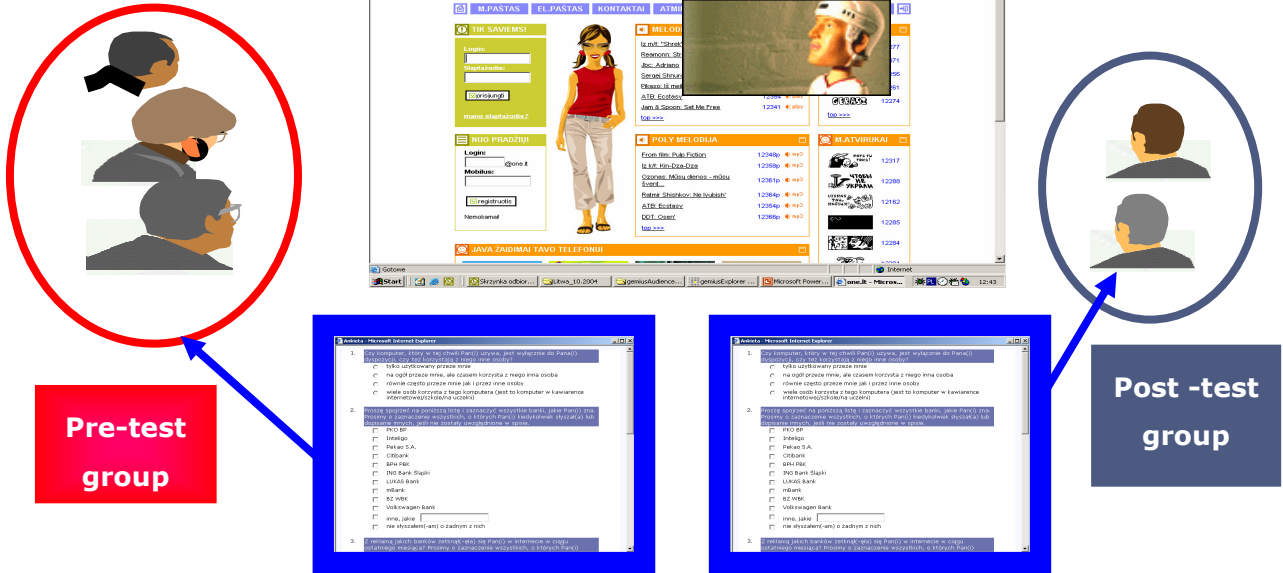
gemiusBrandingEffect

Analysis of the branding effect is conducted through the questionnaires displayed on the Internet and filled out by users. The questionnaire is every time adjusted to the goals of a particular advertising campaign. The results of the questionnaire survey are considered to be declarative data.

The research is conducted on two groups of Internet users: before starting the campaign (pre-test group) and after the campaign ends (post-test group). To both groups questionnaires are emitted at random. The questionnaires are displayed before the campaign has started and just after it has been finished (depending on its duration), aiming to collect up to 1000 filled in questionnaires per group.

The research is conducted on services on which the campaign was carried out. By this means, we achieve the effect of reaching the target group, which had contact with the advertisement (in the post-test).

Internet users are not rewarded for filling in questionnaires, thanks to which their answers are objective.



The analysis consists on examining the differences in the perception of the marketing message between the pre-test and post-test group.

gemiusProfileEffect

The gemiusProfileEffect research study is based on the gemiusAudience research study, which provides information on the audience rate of the Polish Internet and the socio-demographic profile of internet users. The results of the research, based on a survey concerning socio-demographic data filled out directly by the users, were used to create a virtual panel of Internet users, whose profiles we know. The data concerning the users' profile is considered to be declarative data.

Analysis of the socio-demographic profile of Internet users who were reached by the campaign is conducted through the analysis of data coming from users who filled out the survey in the gemiusAudience



research and at the same time had contact with the campaign. The size of the sample is directly proportional to the campaign's reach. Data collected in this way is weighted to the population of people who had contact with the advertisement. Thanks to this, the profile of both the receivers of the whole campaign and its parts is divided into those who had contact with the campaign on a given web site or those to whom a given creative was displayed.

Results of the Research

Range of the data presented

The gemiusEffect research study consists of two modules, each of which analyzes the campaign from a different angle:

gemiusDirectEffect

Analysis of the direct effect of the campaign allows for estimating the efficiency of the whole campaign and its particular elements (selected advertising creatives or particular emitters) according to the parameters listed below:

1. **Reach** – information on how many users have been reached by the advertising message within the duration of the campaign and within particular places of emission.
2. **The CTR and CR indicators** allow for estimating the degree of the users' interest in the advertisement (CTR), as well as their interest in the web site (CR) towards which the creatives directed them. The behavior of Internet users on a given service is also analyzed. Thanks to this we know what the users are interested in and whether they reach those parts of the service that we want them to reach.
3. **Frequency** – informs us about the average number of contacts with the advertisement per one user. If the goal of the campaign is to build the company's image, this value should be higher, and if our aim was to redirect the largest possible number of users onto the web site, the optimal value (also as far as costs are concerned) is 3. Correlating this data with the CTR and CR indicators we receive a more complex picture of the promotional campaign's effect.



4. **Co-viewing** – thanks to this we know how many users had the advertisement displayed at the same time on two or more services. Possessing such information will allow for minimizing this value while carrying out subsequent campaigns.
5. **The influence of the campaign on the advertised web site's audience rate** – we find out what percent of all users who have visited the advertised web site/service during the campaign constituted Internet users that had had contact with the advertisement earlier. This information is presented in division into the post-click group (users who clicked on the advertisement and visited a given web site/service) and the post-view group (users who had the web site displayed, they did not click on it, but still being interested in the campaign they visited the web site/service).
6. **Geolocalization** – Internet users taking part in the campaign can be divided according to the place of connecting to the Internet (e.g. state, administrative district and city).
7. **Performing the action** – additionally, we can present information on the number of Internet users who performed a desired action on the service, e.g. they filled out a form, purchased something or took part in a competition.

The report, with the analysis of the direct effect, can include many other analyses significant from the point of view of a given campaign.

gemiusBrandingEffect

Analyzing the level of the campaign's perception allows for evaluating the influence of the campaign on its receivers' awareness. 2 groups of Internet users undergo the research (pre-test group and post-test

group). The result is comparison of the answers given by both groups. On this basis we are able to say something about:

1. **Brand awareness** – the unaided and aided brand awareness is checked compared with the direct competitors. Thanks to this we know whether our product, service, or brand are more or are less known by internet users and how they look when compared to the competitors and what influence on this fact had the conducted advertising campaign, e.g. whether the brand awareness increased through the online campaign.
2. **The image of a brand/product/service - their strengths and weaknesses.** By this means we get to know whether the image corresponds to what we assumed in the marketing strategy and goals of the campaign, and to what degree the campaign influenced (strengthened, weakened, or maybe modified) it. These factors not only influence the decision whether to use the offer but also they direct a specific group of Internet users towards a given brand/product/service.
3. **The influence of the campaign on using the product, purchase intent, using the offer, and loyalty towards the brand.** If somebody declares using the product/willingness to use the offer or loyalty towards the brand, we can get to know what factors this person took into consideration and what the decisive factor while taking the decision was and what determined the approach to the product. If the receiver is not interested in the offer, the research may provide us with knowledge on what should be done in order to change the clients' convictions. Internet users are a specific group of the society and they are not



always driven by arguments respective for the rest of people.

4. **The evaluation of the advertising campaign** – conducting the gemiusBrandingEffect research study we are able to gain information on whether Internet users liked the advertising campaign (to what degree and in what respect). We also get to know whether they helped in realizing the campaign's objectives and to what degree the marketing message was appropriately understood by Internet users.

5. **The influence of socio-demographical characteristics on the campaign's perception** – analyzing the influence of the campaign on its receivers' awareness, we can trace the influence of factors such as e.g. age, sex, the level of education, or some other features that seem to be important from the advertiser's point of view.

Joining together all the above indicators we can see how the campaign was perceived and understood by its receivers and to what degree the planned goals were accomplished.

The results from the branding effect research study will allow for adjusting the campaign to the receivers' needs better in the future.

gemiusProfileEffect

The gemiusProfileEffect research study supplies more knowledge regarding users who had contact with the advertisement. It allows for

the evaluation of the efficiency of advertising campaigns in the indicated target groups and is an analysis of the profile of users who had contact with the advertising campaign. The correlation of results with the CTR or CR indicators provides information on the level of these values depending on the target group. The research study of the campaign's receivers' profile allows for the selection of a group of users who are most interested in the advertisement as well as finding the group most reluctant towards the campaign.

The research allows for estimating:

1. To what degree a given advertising message was efficient when compared with the selected target groups: it may turn out that the whole campaign reached low efficiency among the total number of users, but analyzing exclusively the target group, the values may be much higher.
2. To what degree the advertising message reached other target groups: the results may show that despite the fact that the assumed target group was, e.g. a group of 40-year-old women, it turned out that the group most interested in the campaign consisted of young girls.
3. To what degree the advertisement was efficient in the group of people whose socio-demographic profile is identical with that of those buying a given product/using a given service.

Final Effect – gemiusEffect

Research on the efficiency of advertising campaigns, which consists of 3 modules: gemiusDirectEffect, gemiusBrandingEffect and gemiusProfileEffect, constitutes the most complex description of results achieved by the campaign.



Thanks to this complex research it is also possible to check both the real behavior of users on the Internet as well as their subjective evaluation of what they saw there.

Choosing only one module we may lose a portion of essential information. Information from one module may let us understand a given level of the results of a campaign, e.g. by possessing information on the direct effect of the campaign we are able to claim that it was unsuccessful because the CTR indicator was on a low level. Provided with information from the two remaining modules it may turn out that, despite low interest in the advertisement among all of the Internet users, the CTR indicator achieved very good results - with data from the gemiusProfileEffect module - in the target group, which is the main receiver of the advertised product, and the advertisement contributed to an improvement in the given brand's image as well as an increase in loyalty towards it.

Final Result – gemiusBrandingEffect

Campaign efficiency research - gemiusBrandingEffect constitutes the most complex description of results achieved by the campaign.

Thanks to complex research it is possible to check the Internet Users' evaluation on the campaign, the brand, the product etc.

Data analysis and the Price Offer

With the purchase of the gemiusEffect research study, you will receive data in the form of:

1. an interface available through an Internet browser in which it is possible to follow the results of the campaign in real time
2. an application in which the results can be analyzed after the campaign is over
3. a written report including the results of the gemiusEffect research study accompanied by conclusions and recommendations

You may purchase the gemiusEffect modules separately:

gemiusDirectEffect

With the purchase of the gemiusDirectEffect research study, you will receive:

- access to the interface online
- an automatically generated report

The price offer depends on the campaign's size.

gemiusBrandingEffect

With the purchase of the gemiusBrandingEffect research study, you will receive:

- an automatic report accompanied by conclusions and recommendations in PowerPoint format and on request – a database in SPSS format

gemiusProfileEffect

With the purchase of the gemiusProfileEffect research study, you will receive:

- data and an application allowing for analysis at any time
- an analytical report

* When purchasing 2 selected modules of the gemiusEffect research study a 15% discount is given.

Detailed information on the price offer can be obtained from

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Information about the Company

Gemius SA is a research company, a leader and pioneer in the field of Internet research in Central and Eastern Europe. On the Polish market it has existed since 1999, offering professional analytic and counseling services for all the subjects of this market. The company offers a wide range of complex research relating among others to users' behavior on web sites (gemiusTraffic), their socio-demographic profile (gemiusProfile) and the efficiency of campaigns conducted on the Internet (gemiusEffect). Both Polish and foreign companies belong to the group of Gemius SA Clients and Partners.

Gemius SA in cooperation with Polish Internet Research (Polskie Badania Internetu PBI) conducts the gemiusAudience research study, which constitutes a standard of audience rating measurement of all web sites and Internet applications used by Polish users. gemiusAudience is audience rating research of the Reach/Frequency type and it consists in creating and maintaining a panel of Polish users of the Internet (the so-called user-centric research). The collected panel data are additionally audited by a site-centric type of research.

The leading Internet publishers in Poland comprising Polish Internet Research, i.e. Gazeta.pl, INTERIA.PL, Onet.pl, Rzeczpospolita and Wirtualna Polska, use gemiusTraffic's results in their everyday activity.

Selected clients:

Joint-ventures	Motorization	Banks	Producers
<ul style="list-style-type: none"> Polish Internet Research (Polskie Badania Internetu PBI) Interactive Advertising Bureau (IAB) Advertising Networks Consortium (Konsorcjum Sieni Reklamowych KSR) 	<ul style="list-style-type: none"> Toyota Fiat Hyundai Nissan Peugeot Renault 	<ul style="list-style-type: none"> Raiffeisen BPH PKO BP mBank Multibank BZ WBK 	<ul style="list-style-type: none"> Siemens Scholl Cezex Komandor Philips Danfoss
Media	FMCG	Insurance	Telecommunication
<ul style="list-style-type: none"> Agora SA Onet.pl Wirtualna Polska Interia.pl Rzeczpospolita Canal+ 	<ul style="list-style-type: none"> Nestlé Unilever Carlsberg Tchibo Gillette Procter & Gamble 	<ul style="list-style-type: none"> Allianz Commercial Union ING Amplico Nationwide PZU 	<ul style="list-style-type: none"> Era Plus GSM