

MEASURING REAL AD IMPACT

Ad fraud is bilking companies out of billions and eroding trust. To effectively measure ad impact it is better to ask a trusted source.

Overview

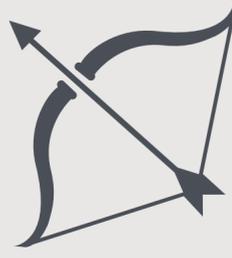
\$83 BILLION (U.S.)
digital ad spend in 2017¹

ROUGHLY 10%
of what agencies and brands spend is **stolen through fraud.**



“ As fraudulent ad traffic burns through advertising budgets, the overall trust in the digital marketing industry erodes more and more.³ **”**

Marketers are confident that their creative is on target



90% say the tailoring of their creative for its intended audience is **high quality**⁴

But they are not so convinced their ads are always hitting those targets



49% of marketers are concerned the counts they are seeing are **not accurate**

“ It is so hard to tell what creates real ROI and which are bots versus real potential customers. **”**

– Marketer we surveyed

Sometimes it's good to ask a human



If you can't trust the numbers coming from the media buy, sometimes it is **better to ask a known and trustworthy consumer.**

“ Technology still can't read people's minds, plus the phishers, bots and foolers are a step ahead. **”**

– Marketer we surveyed

Our laser focused approach to campaign tracking is SIMPLE, QUICK and HIGH VALUE.

Key benefits include:

- Fast, efficient testing**, free of unnecessary measures
- Cost effective study** can be run on an omnibus survey
- Laser focus**, track more campaign elements
- Known respondents**—the right people with the right questions
- Low costs enables frequent tracking**, making it possible to identify wear out when it starts

To learn more contact us today and download our e-book [In the Pursuit: a survival guide to owning insights.](#)

¹ US Ad Spending: [The eMarketer Forecast for 2017](#)
² [The state of mobile ad fraud 2016](#), ClicksMob
³ [The state of mobile ad fraud 2016](#), ClicksMob
⁴ Maru/Matchbox survey of 84 North American marketers who do not work for an agency