

## CASE STUDY - PRE-TEST DIGITAL: CHOOSING THE BEST DIGITAL AD

### BUSINESS CHALLENGE

Finding the best digital ad out of a selection of three different versions. The best digital ad needs to have a strong brand impact and activation power to ensure it drives traffic to the website.

### RESULTS

All three digital ads were evaluated similarly – all were capable to create awareness for the brand. However, the first digital ad had a specific tagline that stated, “click for more info”, which lead to a significantly higher click intention. Digital ad 1 was therefore significantly stronger in driving traffic to the website.

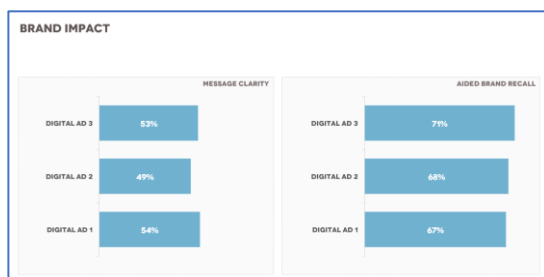


Figure 1: Brand impact scores for all digital ads

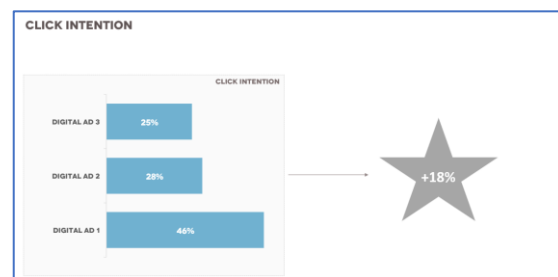


Figure 2: Digital ad 1 outperforms other ads on click intention

### KEY TAKE OUT

By testing three digital ads monadically the client was able to make a clear choice on which ad was best able to activate traffic. The digital ad that mentioned the clicking option has the strongest potential to not only create brand impact, but also to stimulate the target to visit the website. Therefore, the client used this digital ad in their new campaign and saw a direct increase in traffic to the website in the week this ad was placed (+28% one week after placement).