

viewpoint

Panel "Cookie & Tag" Technology for Ad Effectiveness and Efficiency



new modes of data collection

What is it?

This is a technology to enable identification of which members of an online panel have seen a particular online advertisement or digital communication. Panel members accept a 'cookie' which interacts with 'tags' previously applied to online content which they may then encounter. This interaction identifies their having been served a particular piece of content. Subsequently accessing their details, as panel members, makes it possible to provide a detailed profile of the people who have seen, for example, a given online advertisement.

How do you use it for Research?

This technology allows online advertisers and website owners to measure the efficiency and effectiveness of their digital communications. It supports the optimisation of digital communications to ensure that their ROI is maximised.

Advertising effectiveness can be measured because it is known which members of an online panel (potentially global) have actually seen the communication **and** which members of a control group have not. The panel system then serves both groups a post visit survey to measure brand awareness, recall, creative diagnostics and purchase intentions.

For a typical advertising campaign of 10 million online impressions we usually recommend sample sizes of 300 in each of the two groups.

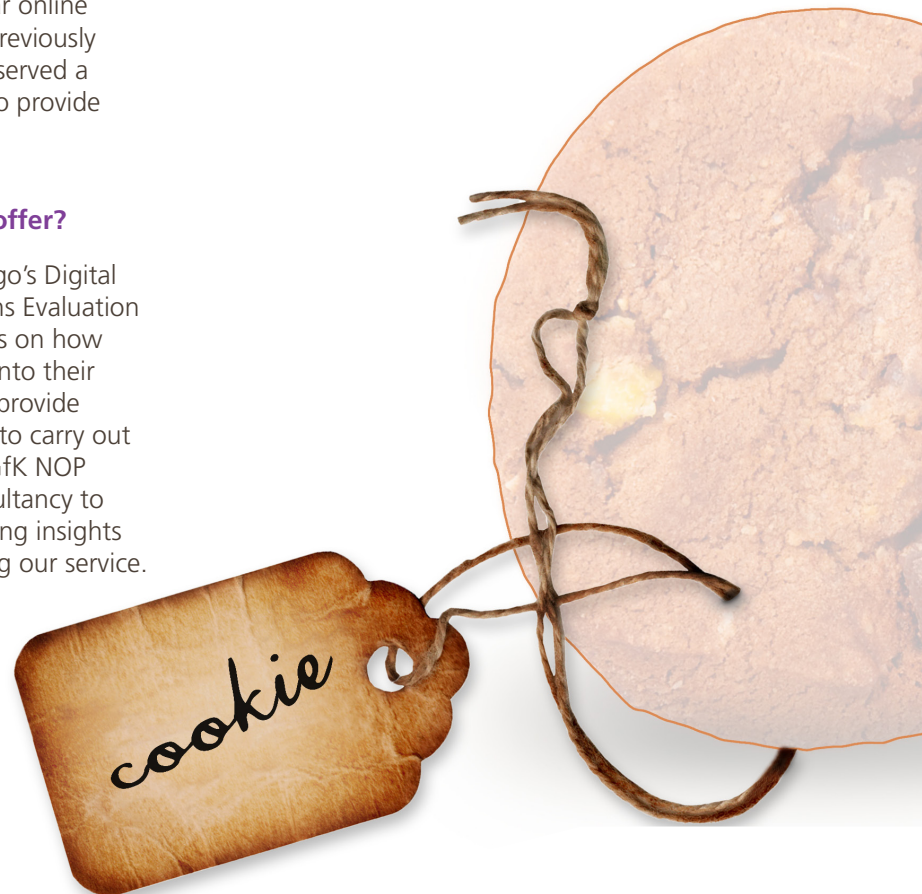
Specific Types of Study

'Cookie & Tag' technology can be used to measure any online content capable of being tagged. So, for example, it supports the evaluation of:

- Display ads
- Paid search
- Websites
- Microsites
- Video

What does GfK NOP offer?

Through GfK and Nurago's Digital Ad and Communications Evaluation Service we advise clients on how to implement the tags into their online content and we provide access to global panels to carry out the measurement. All GfK NOP work includes full consultancy to understand the marketing insights that will flow from using our service.



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