



## SOLUTIONS



## Online Advertising in Real-time Monitoring

### INNOFACT Retargeting Panel

The effect of online advertising is being put to the test more than ever before. The question that dominates everything is and remains: Was online advertising seen and by whom?

And how does this affect brand parameters such as awareness, image, or probability of use? Classical advertising impact tracking only allows the performance of the campaign to be tracked. However, the direct effects of the advertising media contact are not analysed.

**INNOFACT** has solved this problem with a new measurement approach. With the **INNOFACT Retargeting Panel**, users can be specifically brought into contact with an advertising medium and then queried. Parallel measurement of control groups with the same structure is also possible. In this way, **INNOFACT** can say exactly whether an online campaign has a probability of success.

## SOLUTIONS

Data and Analysis Service  
**Retargeting  
Panel**

# Measuring online campaigns correctly

With our retargeting panel, **INNOFACT** makes it possible to accurately target digital campaigns to exactly at target segment of users that is to be addressed as customers. The number and duration of the advertising contact are measured. But much more decisive is the fact that the user can be specifically interviewed.

## How it works

The users from the **INNOFACT Retargeting Panel** who are to be reached as a target segment for the campaign are marked with a cookie - of course not without having obtained prior consent.

This target segment is then addressed via a Demand Side Platform (DSP), which is a platform responsible for the delivery of advertising materials on the Web. If the respective panelist now surfs the net in their normal everyday life, then the panelist is identified by the DSP on the basis of the cookies and the campaign to be investigated is specifically shown.

This means that only the panelist who corresponds to the target segment is actually supplied. This has two immense advantages: First, any number of panelists can be addressed in the study. Secondly, in contrast to conventional pre-tests, there is no laboratory situation. The panelist sees the advertising medium in the normal context of his (everyday) internet visit.

Accordingly, it is also possible to determine how often the ad should be shown, and a frequency capping (maximum limit for advertising media contacts), which is common in advertising layout, is also possible. The quantity and duration of the advertising contacts are then measured and the panelists specifically interviewed.

## The steps in detail:

### ■ Campaign preparation/setup

- Segmentation of the panel on the basis of a large number of profile criteria and establishment as a target group for the DSP
- Establishment of the test campaign taking into account planned parameters such as platforms, environments, and contact frequency

### ■ Campaign delivery/tracking

- Delivery of the campaign exclusively to panelists
- Tracking of digital advertising contacts with formats and environments

### ■ Exposed measurement

- Survey of users with validated advertising contact
- Parallel measurement of structurally identical control groups possible
- Survey can be conducted independently of campaign channels on a desktop PC/laptop or smartphone



## About INNOFACT AG

Founded in 2001, **INNOFACT AG** is a full-service market research institute and one of the market and quality leaders for online surveys in Germany.

**INNOFACT** has direct access to over half a million German consumers in its own panels. The customer spectrum ranges from international corporations to regional medium-sized companies. The company is headquartered in Düsseldorf's Medienhafen, with branches in Berlin, Lengerich (IT centre) and Zurich.

In-depth insights into specific target groups are an integral part of our tailor-made research solutions. Take advantage of our expertise for your market advantage and find out crucial current facts about the possibilities of modern market research solutions for your company.

**INNOFACT** is a member of ESOMAR, BVM and DGOF.

## Your contact person



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