

ACE METRIX

Real-Time Creative Assessment



Measure the Business Outcomes and Brand Impact of TV Advertising

Capturing consumers' attention isn't a given – it has to be earned by delivering high-quality, engaging creative that cuts through the clutter. Introducing Ace Metrix Creative Assessment: A new addition to the iSpot portfolio, offering survey-based measurement of ads to inform planning, storyboarding, animatic and final stages of creative development. Together with iSpot real-time media measurement and attribution, advertisers can now track both the business and brand impact of TV and video ads, from concept to airing to conversion.

Quickly Evaluate the Creative Impact of Video Ads on Any Screen

Traditional survey-based methods for testing ad creatives are either too slow, too expensive, or both. Ace Metrix Creative Assessment offers robust and cost-effective insights at lightning speed. Key insights include brand recall, purchase intent, likeability, sentiment, verbatim feedback and more. With over 50M responses to 100K+ TV and digital creatives from 4.3K brands, you can benchmark against competitors and get results within 24 hours of an ad breaking.

Key Benefits:

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Inform cut downs: Second-by-second tracking displays viewers' engagement levels and reveals vulnerability in skippable environments.
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Uncover risks: The quantitative and qualitative data (from viewer verbatim feedback) can foreshadow outcomes such as backlash against certain content.
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Shape media plan: Test different versions and lengths of creative to better allocate ad spend. Know you're putting the right ad in front of the right audience.
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Compare to competitors: Rolling 90-day industry-level customizable norms enable competitive benchmarking and comprehensive view of the competitive landscape.



Quickly test and iterate creatives with rapid customer surveys and AI-based analytics for deciphering response language

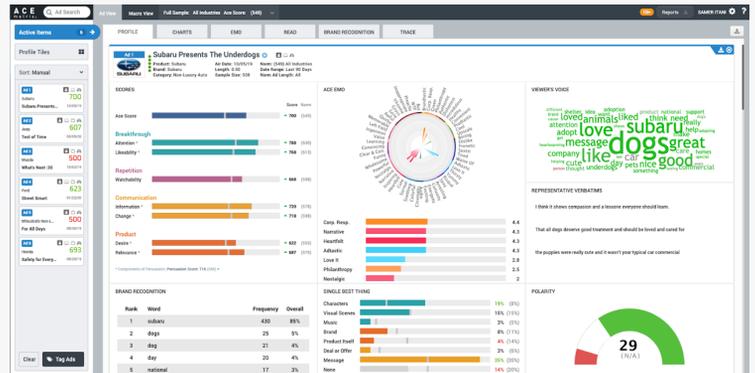
Ace Metrix Pre-Market Testing

Test the effectiveness of video ad creatives across screens before going live

Quickly test and adjust creative versions before airing to improve comprehension, relevancy, and persuasiveness.

Analyze responses to creatives by specific behavioral and/or demographic target audience attributes.

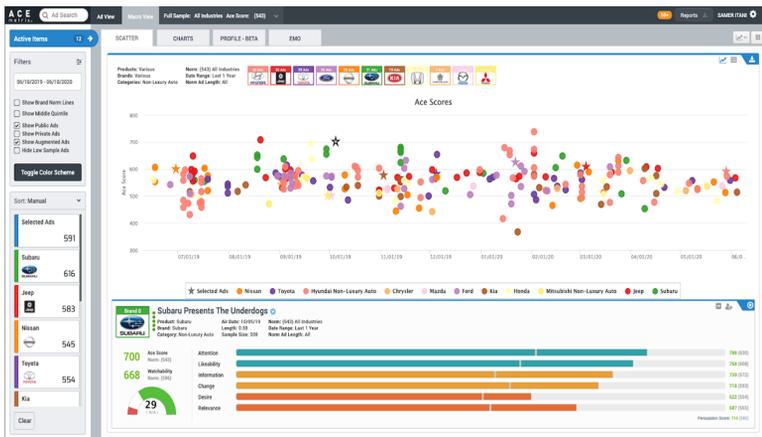
Get standard results within 24 hours or customize testing with Ace Metrix Enhanced Pre-Test Design.



Quantitative metrics provide objective measures of emotional responses to ads, while qualitative insights explain the "why" behind the scores

Always-On Creative and Competitive Insights at Your Fingertips

You only know how good your ad is if you know how good every ad is



Analyze and compare creative performance to any industry, category and brand-specific norm.

Get comparable results right after an ad breaks and access data any time, anywhere with Ace Live.

Continuously monitor how creatives and media placements are performing through the Ace Metrix and iSpot combined solution, and quickly react to improve results.

"With data literally at our fingertips within hours of an ad's debut or test, we are able to leverage opportunities we may have never realized we had."

— VP Strategic Marketing, Samsung Telecommunications