

ACE PRE-TESTING

Know Your Creative Will Deliver Before You Go Live

Testing an ad before it airs allows advertisers to understand and adjust their creative to improve comprehension, persuasiveness and relevancy along with better informing media buying. Traditional methods are either too slow, too expensive, or both. Our focus on speed, sample size and comparability has changed the copy testing game.

Ace Metrix PRE utilizes the same questionnaire used to test every ad within our syndicated database of over 100k TV & digital ads. Your PRE-tested creative is comparable with any of the norms we offer as well as competitive ads within your category. With 500+ respondents (balanced to US Census), creative results can be analyzed by behavioral and/or demographic target markets. Use PRE in the planning, storyboarding, animatic and near final stages of your creative development.

Standard ad pretests can be executed and completed within 24-48 hours of our receipt of the ad creative. Custom PRE- tests, used to support client's specific pre-testing research needs, may take 1-2 days longer based on questionnaire design, but still allow for extremely fast, granular, and affordable ad testing.

Standard Pre-Test Design

Consists of the standard 11-question survey, including:

- Pre-test against n=500 respondents
- Balanced to U.S. census for Age, Gender, Income with additional data on Ethnicity, Presence of Children, Region, Brand Experience, and Industry Specific questions
- Test launched <24 hours of receipt of ads
- Access to results within 24-48 hours after testing begins via Ace LIVE user interface

Enhanced Pre-Test Design

Includes all of the deliverables of the standard testing, plus:

- Custom questionnaire design consisting of five additional questions (four close-end and one open- end)
- Open-end question includes access to our Virtual Moderator technology allowing for follow up question when specified terms are used

**For either Standard or Enhanced Pre-Test, Ace Metrix TARGET™ can be applied, providing the ability to modify the survey sample based on both behavioral and demographic parameters.*

Insights Uncovered With Ace Metrix Pre-testing

Inform Cut Downs: Second-by-second trace displays viewers' engagement levels and reveals any vulnerability in skippable ad environments.

Uncover Risks: The quantitative & qualitative data (from viewer verbatim comments) can foreshadow outcomes such as back lash against certain content.

Shape Media Plan: Test different versions & lengths of creative to better allocate ad spend. Know you're putting the right ad in front of the right audience.

