

Create Predictably Great Video Ads

Ace Metrix Creative Assessment measures the impact of video ads across TV and digital. We provide the technology and insights that enable advertisers, agencies, and publishers to identify how and why video creative works with viewers.

LARGEST DATABASE OF TV & DIGITAL ADS

With over 115k TV & digital video ads measured, ad performance can be analyzed and compared to any database, industry, category and brand-specific norm.

GRANULAR DEMOGRAPHIC CUTS

500+ respondents per ad balanced to US census. Improve targeting and overall impact by knowing with whom your ad is resonating most.

SPEED REQUIRED FOR MARKETING SUCCESS

Marketers get results within 24-48 hours after an ad breaks, providing the speed to actually impact business decisions.

QUANTITATIVE & QUALITATIVE MEASURES

Quantitative measures provide insight into the creative's ability to achieve its objective, while viewer verbatim comments measure emotion, providing the "Why's" behind the scores.

ALWAYS-ON ACCESSIBLE DATA

Data at your fingertips anytime, anywhere. Access data from your browser via the Ace Live dashboard, and get real-time alerts when new ads are available.

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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.

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- VP, STRATEGIC MARKETING
SAMSUNG TELECOMMUNICATIONS

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The beauty of Ace is that we also get to see what other spots within our industry or outside our industry are doing to help us gauge how a message is being utilized.

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- COO, COLDWELL BANKER