

What

Impact Barometer of on-line Display Campaigns

What do we measure?

- 1 Campaign Recognition
- 2 Campaign Attribution



Effective Score

- 3 Campaign Perception

How do we measure?

The Day After the campaign
Through recruiting banners we invite surfers to participate to the survey

Respondents

Between 1.000 & 1.500 per survey

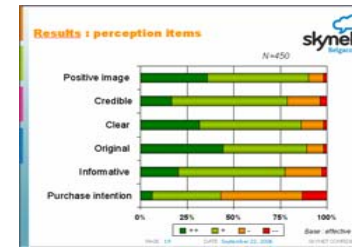
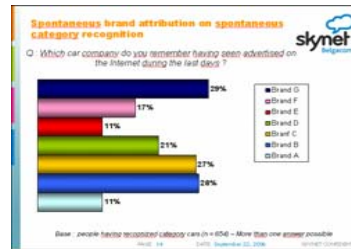
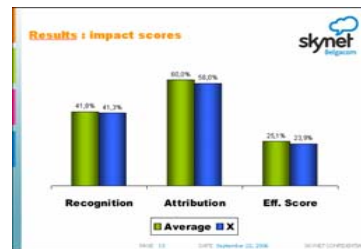
Price

2.500 € fix **OR FREE** for a minimum investment of 25.000 € before agency fee on Skynet Network

Material

creatives without brand name nor logo + list of competitors

Output examples



More Info

Please contact your Account Manager at Skynet

