



# AdRecall survey with EMC



# MEASURE THE IMPACT OF YOUR DISPLAY ADVERTISING BEYOND THE CLICKS!

## ADRECALL SURVEY

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Because of selective used online-surveys, so called AdRecall-surveys, which are presented the users after a connected branding-campaign, you receive not only information of effectiveness but also about the customers for future product planning.

# ADRECALL – ADVANTAGES FOR YOU AND YOUR CLIENTS



Benefit from the **all-inclusive package** of the EMC and exploit the potential impact of your branding campaign by measure, manage and optimize your online campaigns.



Use new perceptions from the survey for a **more efficient use of financial resources** of your clients and be a step ahead your competitors.



Speak to the targeted audience at a point of contact and use this market research tool to learn **insights and motivations of your users**, such as the attention strength, brand awareness, advertising recall, communication performance, brand-fit, brand image and advertising favors.

# ADRECALL – ADVANTAGES FOR YOU AND YOUR CLIENTS



Design an **individual** survey according to the requirements of your customers and demand only relevant questions. We are eager to offer our recommendations.



Of course, participation in survey is **voluntary** and not incentivised so that you can reach as result 100% "honest" answers..



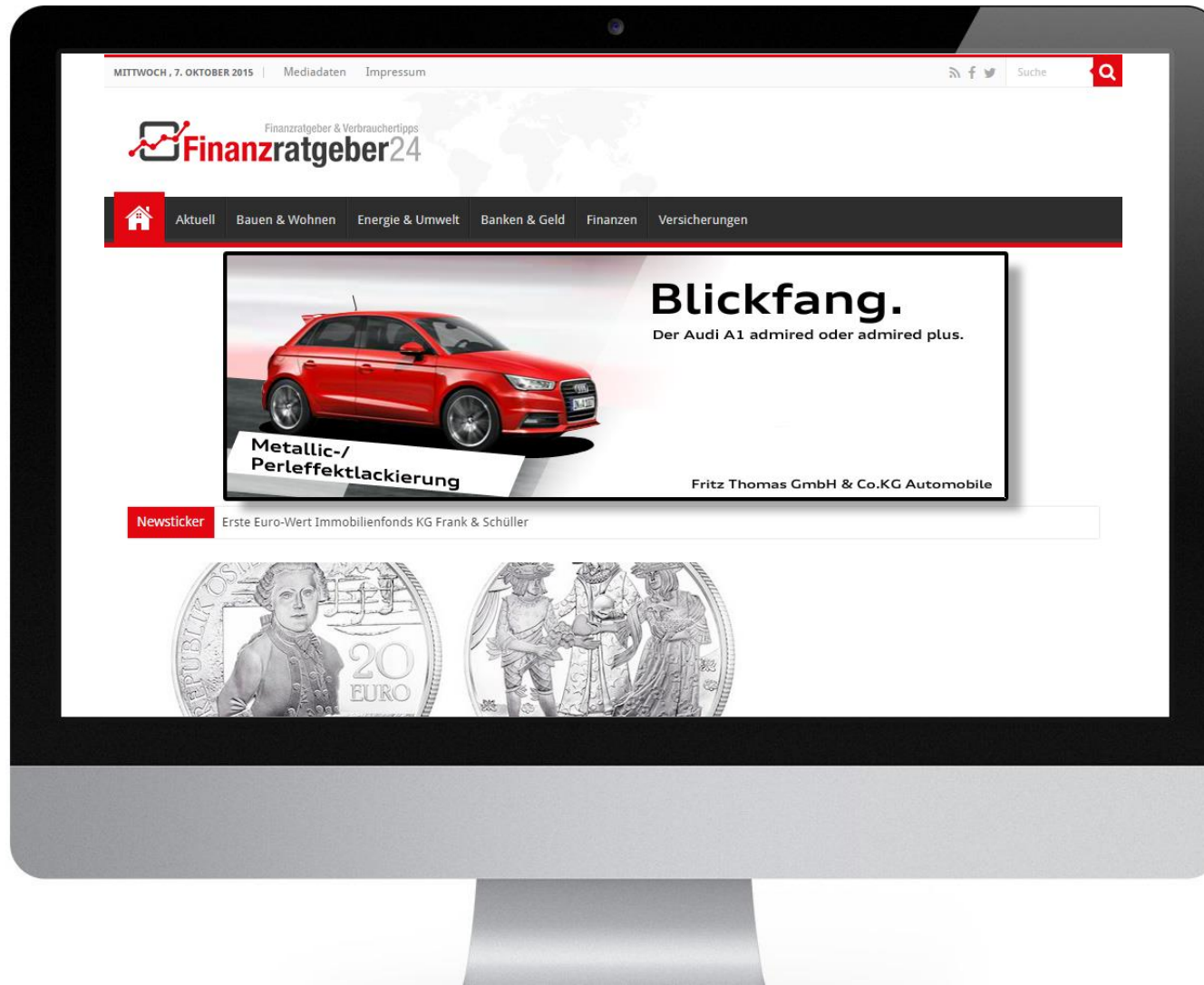
All of the collected data will be **anonymized** and stored on servers in Germany. Only the employees of the EMC GmbH have an admission to this data in order to process them for you.



Your customers see you as a **digital experts**? Strengthen their opinion and give them this excellent tool with detailed evaluations of future campaigns by the hand .

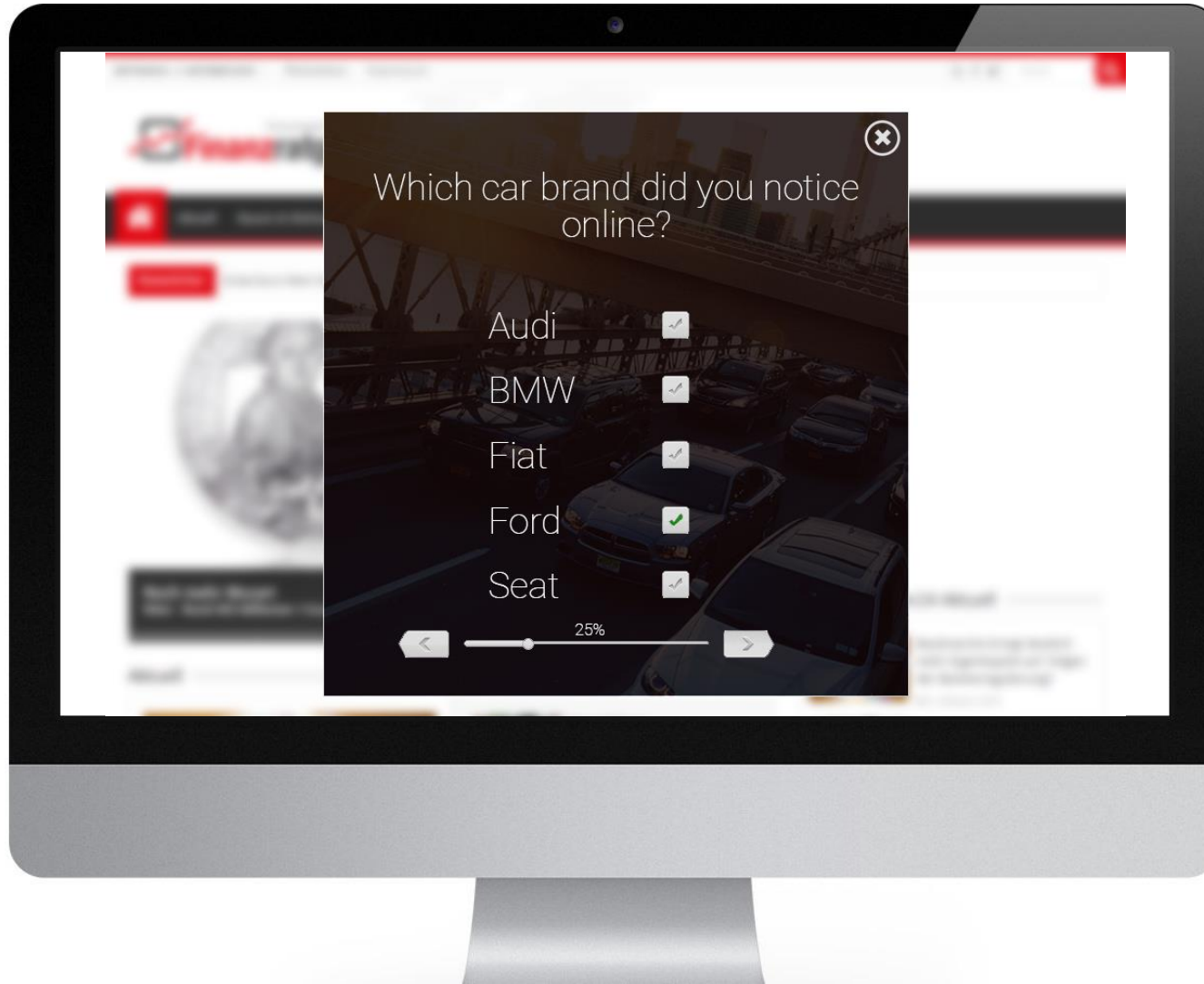
# THIS IS HOW IT WORKS – STEP 1

Step 1:  
Delivery of a  
display -  
branding  
campaign



# THIS IS HOW IT WORKS – STEP 2

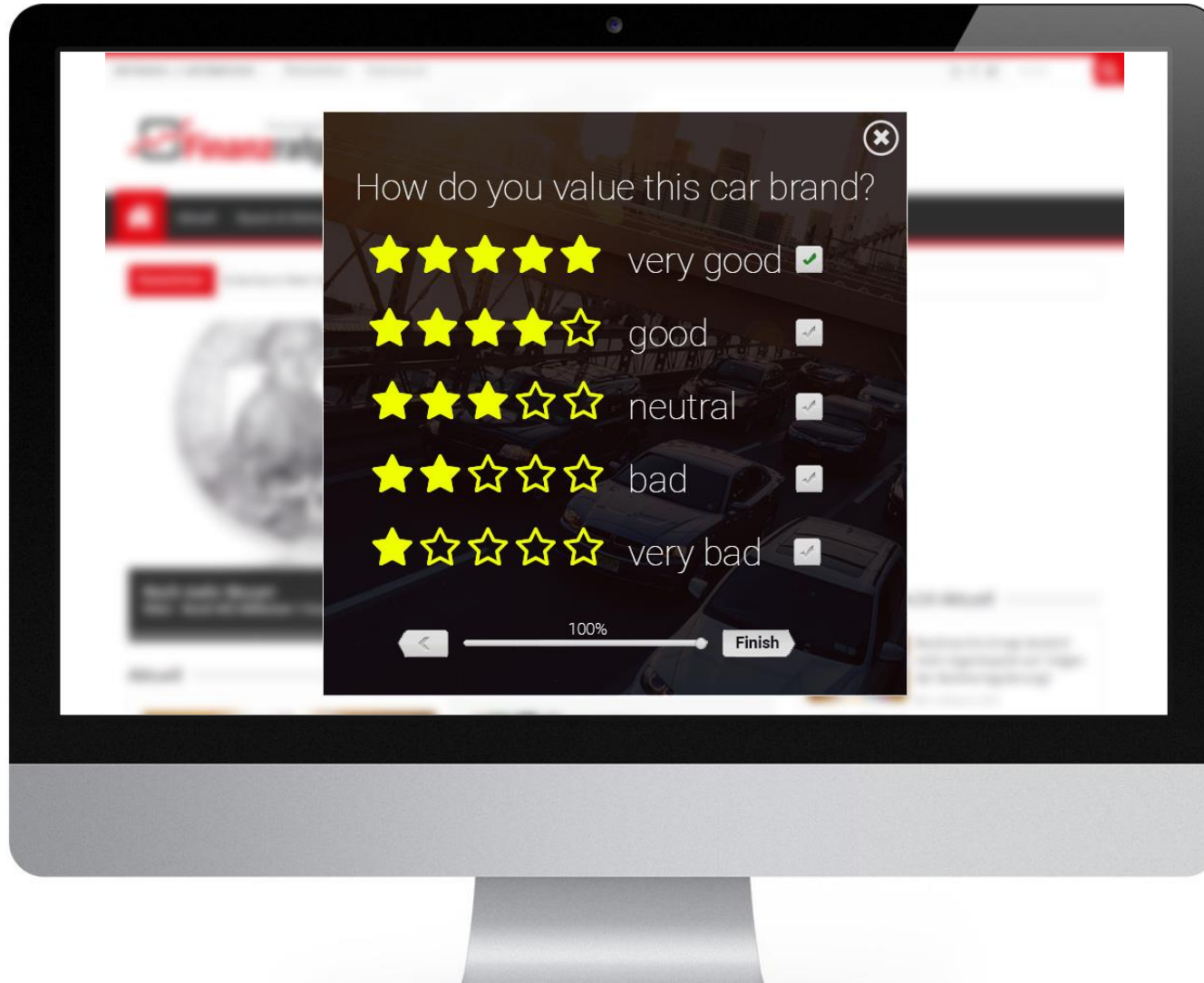
Step 2:  
Delayed to the  
branding  
campaign the  
survey  
appears.



Before the  
campaign starts,  
the time window  
between the ad  
and the AdRecall  
survey is defined.

# THIS IS HOW IT WORKS – STEP 3

Step 3:  
The user ends  
the survey  
without  
leaving the  
site.



# THIS IS HOW IT WORKS – INDIVIDUEL SPEECH

## ADDRESS TO ACTIVE AND PASSIVE USERS

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When switching your individual AdRecall survey, we focus on the format "Layer". We differ between active and passive users. During the AdRecall survey we present these groups different questions.



Ask for our benchmark list of questions!

Active user: This sees the campaign banner, clicked on it and read on the landing page

Passive user: The user This user get displayed the banner of your campaign but showed no interaction.



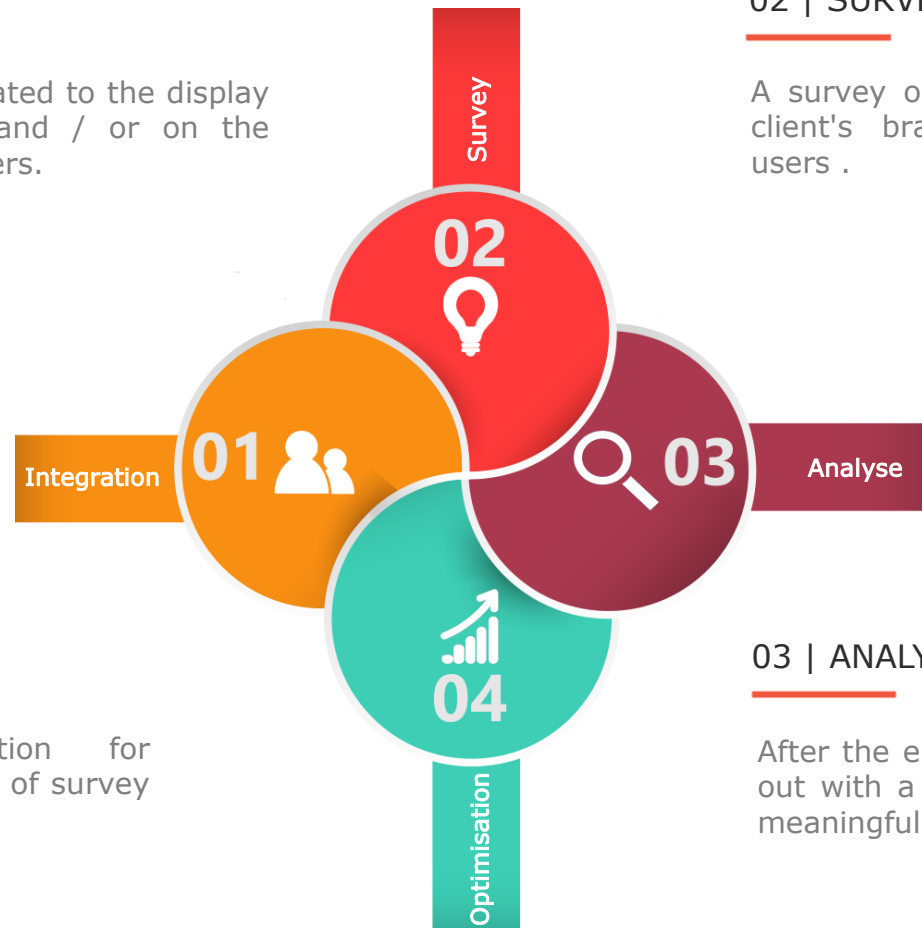
# ADRECALL – THE PROCEDURE

## 01 | INTEGRATION

Integration of the survey related to the display campaign in our network and / or on the landing page of your customers.

## 02 | SURVEY

A survey on previously advertising or your client's brand; voluntary participation of users .



## 04 | OPTIMIZATION

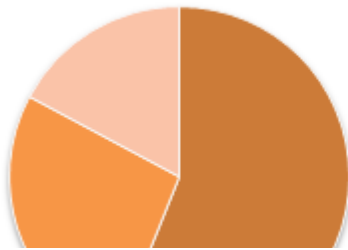
Optimization recommendation for future plannings on the basis of survey results and benchmarks.

## 03 | ANALYSE

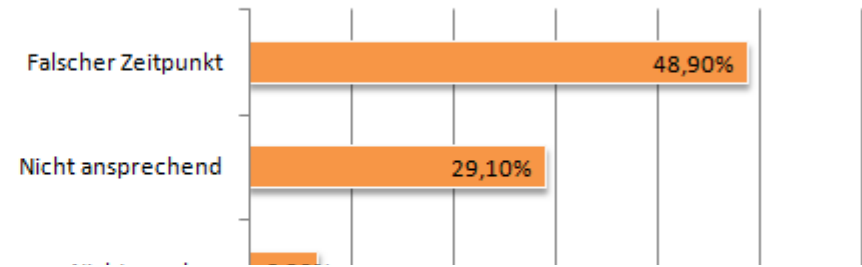
After the end of the campaign, analysis carried out with a significant amount of responses for meaningful benchmark results

# EXAMPLE OF THE RESULTS

Wie sehen die User das Image Ihres Unternehmens im Vergleich zur Konkurrenz?

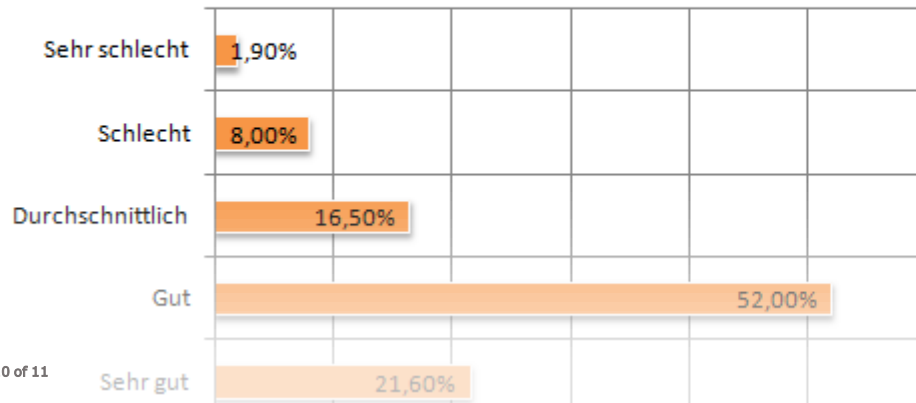


Warum haben die User nicht auf Ihre Werbung reagiert?

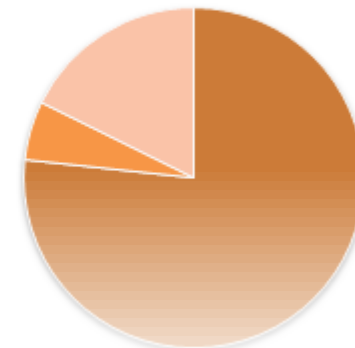


Let's talk about facts!

Wie wird die Marke Ihres Kunden wahrgenommen?



Erfüllt die Marke Ihres Kunden die Erwartungen der User?





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We like to help you!

Contact us!