



BRING AD TRACKING UNDER ONE UMBRELLA.

The advertising ecosystem is ever evolving, making it important for ad campaign measurement methodologies to adapt.

Luth Research's ZQ Intelligence AdMomentum is a measurement solution that brings together cookie-based tracking and ZQ Intelligence's unique ad tag tracking to deliver the depth and breadth in ad measurement that are essential for success. AdMomentum uses two technology components in passively tracking ad exposures:

- 1) Cookie and pixel tracking:** This well established ad tracking approach in the industry is now combined with access to the largest pool of research panelists in the industry to identify consumers who have been exposed to a specific ad campaign during a designated timeframe.
- 2) Ad tag tracking:** This feature is independent of cookie and pixel tracking. Through ZQ's unique cross-platform tracking technology, the campaign's ad tags can be identified across websites on PC and mobile — as well as within mobile apps — and associated with the individual consumers from Luth's research panel.

Once ad exposure is identified through passive tracking, surveys are deployed to the qualified exposed respondents to gauge brand lifts, behavioral impact and other ad metrics. A comparable control group is also established to receive the same survey as the exposed group. This gives you the comparison you need to determine ad effectiveness and ROI metrics for your particular campaign.

The process for AdMomentum is a simple one. Luth works closely and directly with the ad agency/network on behalf of the advertiser to implement cookies and/or track ad tags. We have unified the approach of tracking ads holistically across the various digital channels — most importantly in mobile so you don't have to worry about fragmented coverage in measurement or disjointed research insights on separate channels. AdMomentum delivers beyond what cookies have to offer, and provides both scale and granularity that ensure clear visibility into the effectiveness of campaigns.

Be a digital know-it-all.

Key Metrics for Ad Exposure:

- Timestamp for ad exposure
- Frequency of exposures
- Creative(s) exposed to
- Publisher (site or app) exposed on
- Type of ads — display or video exposed to
- Device type for ad exposure

AdMomentum Benefits

AdMomentum affords you the following distinct benefits where traditional ad tracking methodologies fall short:

- Tracking comprehensively across PC, mobile phone and tablet
- Tracking within mobile apps, a significant channel for mobile advertising
- Tracking on an audience clearly defined by you, instead of general demographic targets

Discover how AdMomentum helps you optimize your online marketing research and digital strategies. Call us today at [800.465.5884](tel:800.465.5884) or visit luthresearch.com.

