

Why Adalyser?

Statistical Modelling

Statistical modelling can provide an overall picture of how well a campaign is performing. It along with attribution modelling can reveal insight in the data to inform future planning decisions.





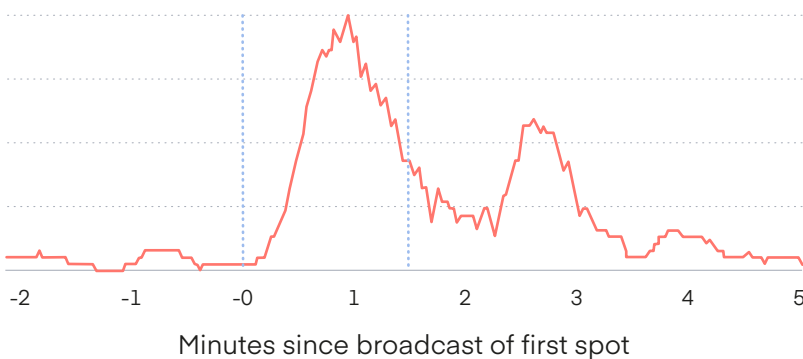
Types of response

The three types of advert response

1. Direct Response

These are people who respond to the advert immediately upon viewing.

This could be via visiting the website or invoking a call to action that appeared on screen. The direct response can be measured accurately using Adalyser's attribution models as it appears as a clear peak in the traffic.

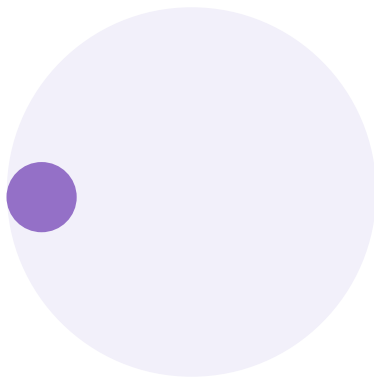


Knowing the direct response can inform you in great detail where inefficiencies lie in your media planning.

2. Indirect Response

An indirect response is someone who responds to the advert at some point in the future, at least 5 minutes after the advert has been shown.

Perhaps they see the advert in the morning and make a mental note to visit the website in the evening.



● Person viewing advert ● Area of indirect response

Since the density of indirect response is much less than the density of direct response, it is not directly measurable.

An indirect response is indistinguishable from noise fluctuations in the baseline traffic.

3. Brand Response

These are people who saw one or more adverts but have no need to respond at this time.

Due to repeated exposure they will recall the brand when they eventually respond. This also encompasses repeat customers who have seen adverts. This is a type of indirect response.

To get a complete picture of campaign performance we need to find the effect of indirect response in addition to the direct response. We need to look at the campaign from the top down rather than at the individual spot level.

This is where statistical modelling in Adalyser comes into play.



How to measure indirect response

Adalyser has a suite of statistical models designed to simplify the rigorous data analysis required to determine indirect response.

Select a model and click **Continue**

Statistical

Statistical analysis provides a set of tools to evaluate the performance and optimisation of individual TV campaigns.

Select Statistical Model

Model Regression Uplift Analysis

Continue

A full report is generated containing campaign performance metrics.

Model selection

The simplest way to determine the indirect response is to look at how many extra visits are generated on days with advertising spend compared to those with no spend.

Adalyser automatically fits the data and crunches the numbers to provide a detailed breakdown of the uplift generated, here is a model output



Indirect response

What else can we infer

Statistical modelling can be used for a variety of tasks not limited to:

1. Predicting future performance
2. Spending efficiency cut-offs
3. Spot type performance
4. Day of week performance

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