

Psychster Inc.

Brand Engagement Surveys



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psychology of
social media

There's more to advertising than impressions and clicks.

- ❖ **When the ad campaign is finished, learn what affect it had on awareness and engagement with a brand.**
- ❖ **Conduct** scientific surveys before and after an online ad campaign.
- ❖ **Supplement** the post-campaign reports with standard market-research tests:
 - lift in brand awareness (assisted or unassisted)
 - lift in recent purchase
 - lift in future purchase intent
- ❖ **Up to 4 products or brands per study.**
- ❖ **Up to 3 breakdowns.**
 - pre-campaign post-campaign (or exposure vs. control)
 - 2 additional grouping variables of the advertiser's choice such as region, purchasers, gender, age.



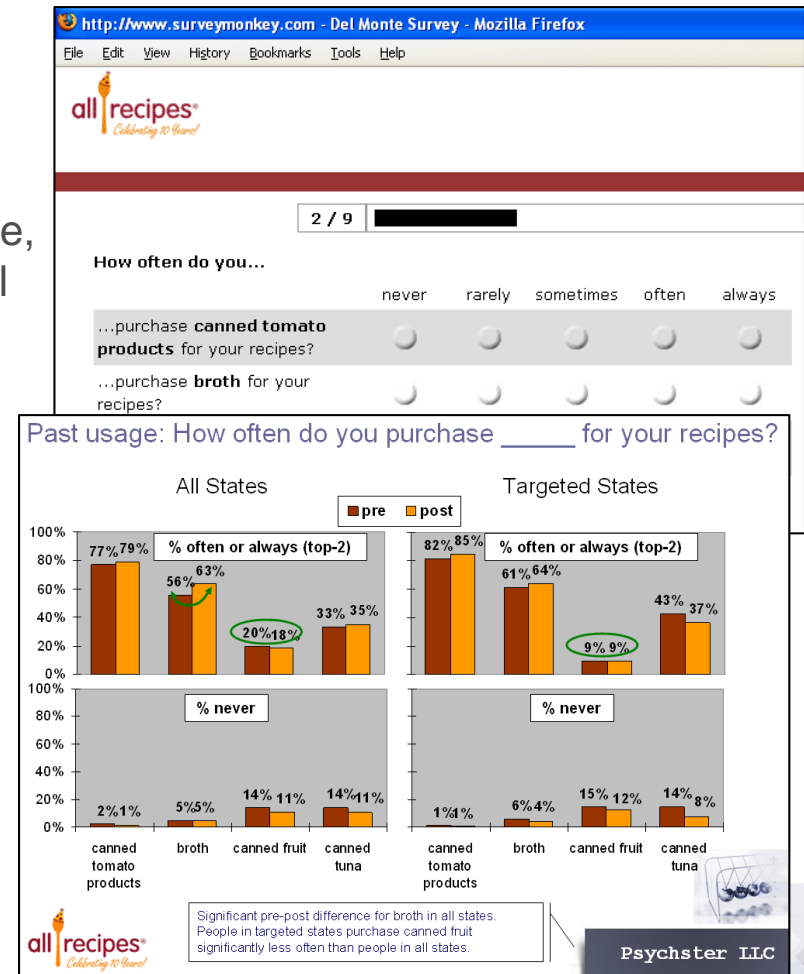
Cost effective. Customizable.

❖ Included in the base package:

- **Online survey** with skip logic and images
- **Analysis** by independent Ph.D. statisticians
- **Scientific survey methodology** (large sample, elimination of bias with statistical weighting, all findings meet 95% confidence)
- **Power-point report** with graphics
- **Raw data** and verbatims for additional mining
- **One presentation** and interpretation of the findings. Let us tell you what it means.

❖ Optional value-added deliverables:

- **Sneak peek** at pre-campaign data.
- Additional **questions**.
- Additional **breakdowns**.
- Additional **presentations**.



Blindingly insightful results. Business value for everyone involved.

- ❖ **Value for publishers.** Enhance your post-campaign report to advertisers with data on the lift in brand engagement and develop a deeper relationship with your advertisers.
- ❖ **Value for advertisers.** Assess the impact of the campaign spend on brand engagement through independent, objective, and highly trained analysts.
- ❖ **Value for ad agencies.** Save costs over alternatives without any loss in scientific rigor.



What makes a scientific survey?

- ❖ **Systematic recruitment.** Recruit survey respondents via a link on the publisher's site.
- ❖ **Minimize error variance.** Survey sufficient numbers of people to achieve a margin of error of less than $\pm 5\%$ for all reported statistics.
- ❖ **Ensure sample is representative.** Introduce no bias in recruitment messaging. Use statistical weighting to eliminate any influence that overabundance of one sex or age group has on the findings.
- ❖ **Report only statistically significant findings.** Any differences claimed to be found between groups or time periods, or relationships between variables, will be held to a 95% confidence level.



About Psychster

- ❖ **Our mission** is to leverage the theoretical views and experimental rigor of psychology to assist social media ventures.
- ❖ **Our-philosophy** is that end-users are taking control of their media in a Web 2.0 world. The more you understand them the better.
- ❖ **Our people** are Ph.D. trained social scientists with extensive business and publishing experience in social software and social media.

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