



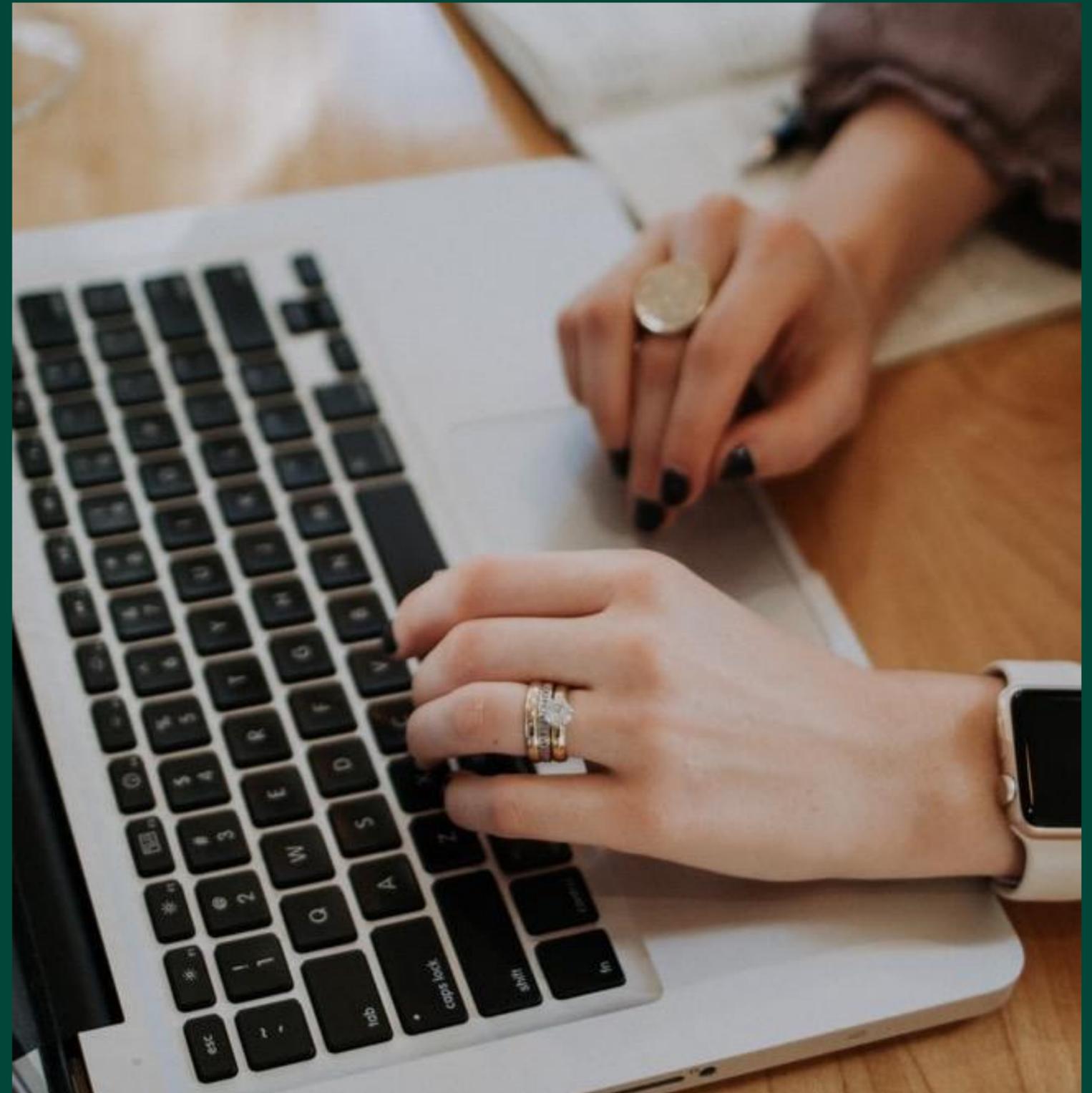
Campaign Effectiveness Study Ad Recall Benchmarks

June 2020 - June 2022



Agenda

- High-level Summary
- Executive Summary
- Overall Benchmark
- Benchmarks by Vertical
- Importance of Ad Recall Benchmarks
- Campaign Effectiveness Study Methodology



High-level Summary

70

Campaign
Effectiveness
Studies

32K

Study
Participants

8

Dedicated Insights
Team Members

22

Industry Vertical
Benchmarks

2

Years of Data

5

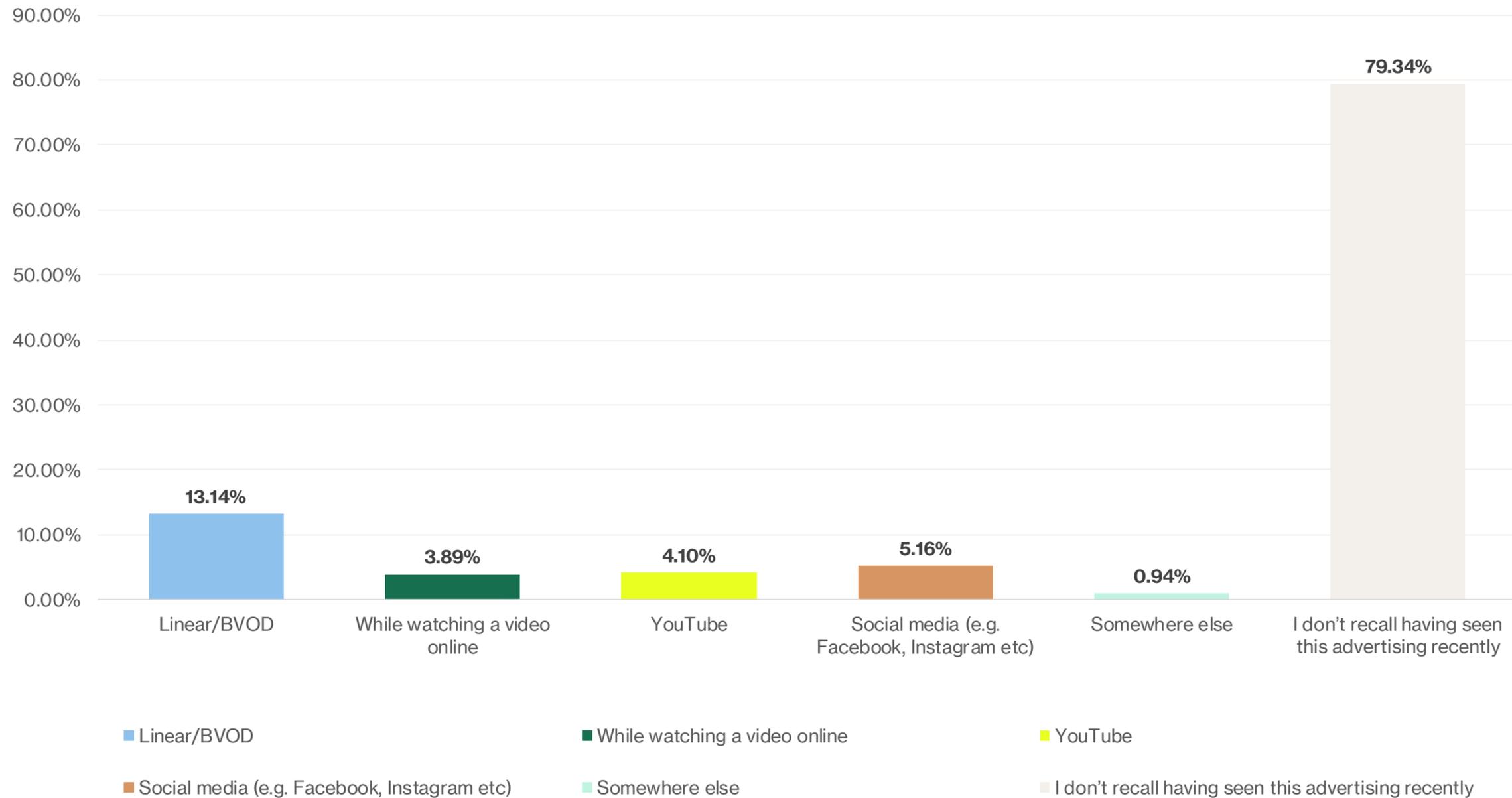
Multi-Channel Ad Recall
Benchmarks

Executive Summary

- EMX by Big Village were the **first in market** to introduce a **cookie-less brand measurement solution**.
- This was the first time a brand measurement solution was able to identify users **exposed to BVOD** advertising across **CTV & In App devices** and engage with these users in a campaign study.
- EMX specializes in running brand activity for our agency partners, providing detailed and customized measurement studies that help identify what worked and those areas that need improvement. We have run studies across numerous brand campaigns and allowing enough data to extract **22 vertical categories**.
- First media tech solution in market to launch **statistically relevant Video Ad Recall benchmarks** to help brands **measure success outside of the standard hygiene metrics, reach, frequency & VCR** which have become standard within BVOD brand campaigns.

Type of Industry	
Retail	Media
Finance	Computers
Motor Vehicles	Appliances, Home & Outdoor
Entertainment & Leisure	Community/Public Service
Pharmaceutical & Healthcare Products	Services
Insurance	Utilities- Energy & Water
Toiletries/Cosmetics	Real Estate
Food	Vitamins & Supplements
Travel/Accommodation	Charity
Education & Learning	Superannuation
Government	Gambling/Gaming

Overall Benchmark

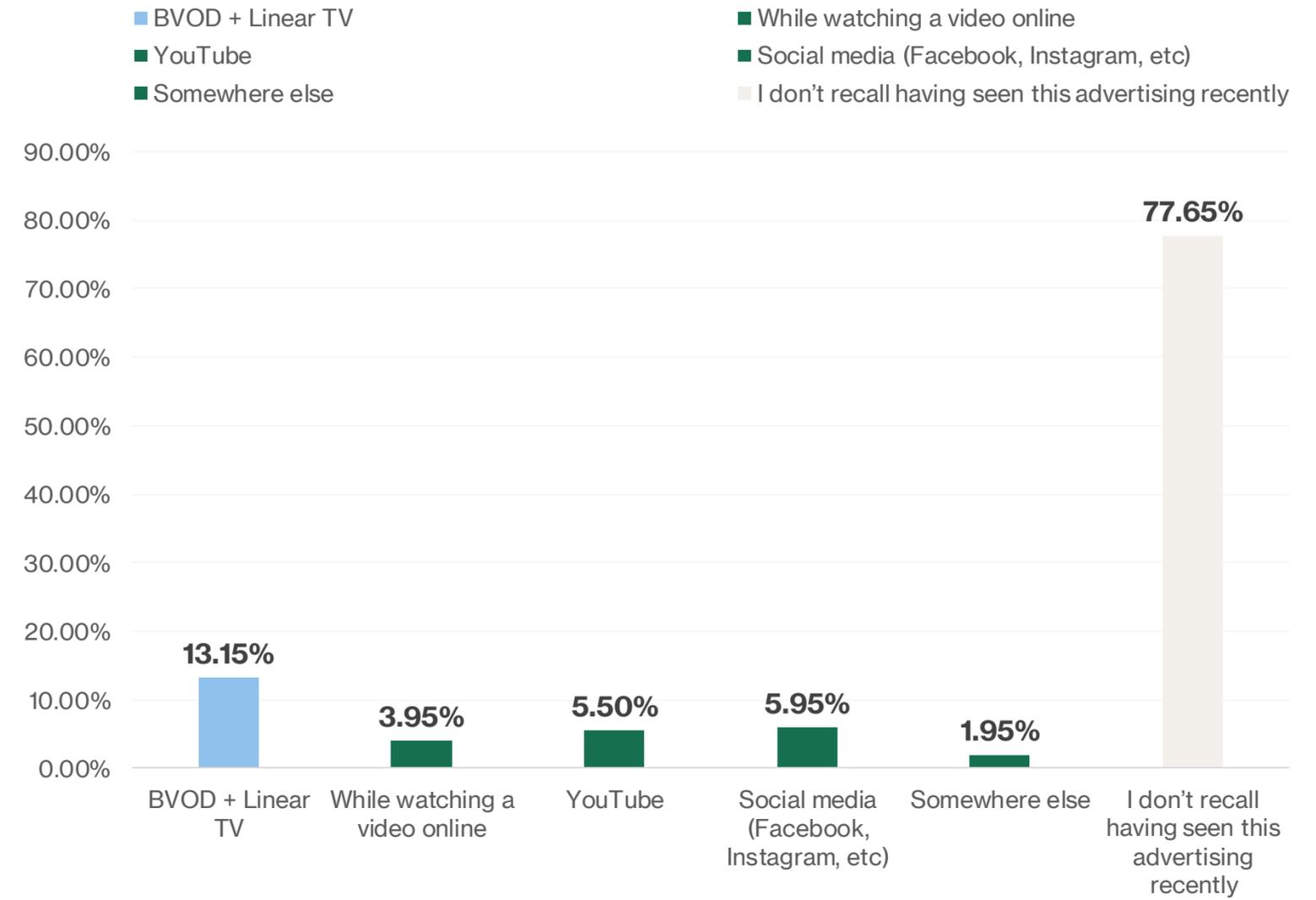
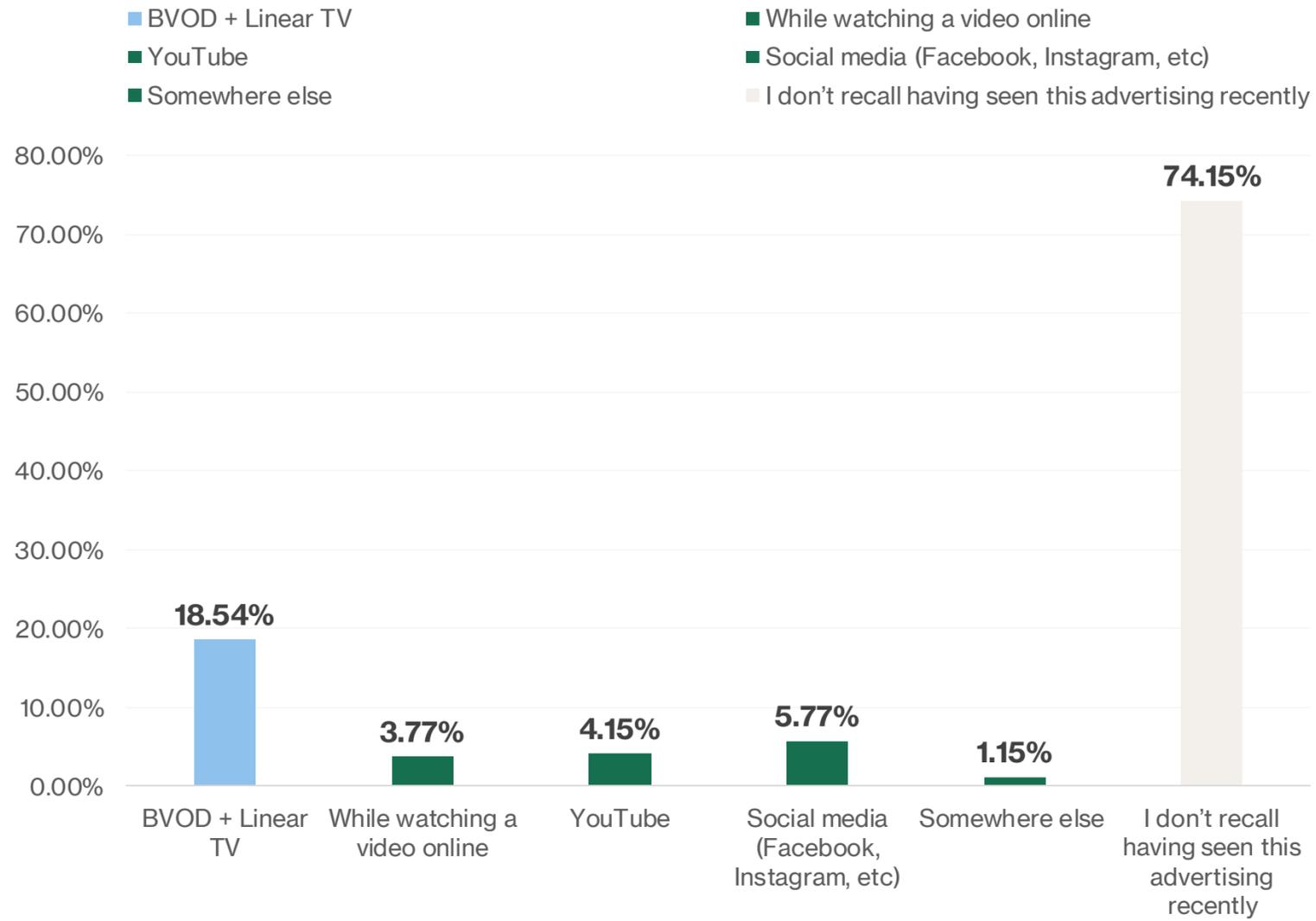


- From 32K respondents we can see Linear TV & BVOD has the highest average Video Ad Recall rate with all other media trailing behind.
- We can also see on average 79% of respondents don't recall seeing the brands creative at all.
- Respondents can select multiple media placements based on where they recall seeing the brand, not just a siloed approach.
- Our studies offer these insights to help agencies identify stand out areas of the whole campaign, these insights can assist with planning, creative messaging, frequency, targeting and more.

"Where do you recall having seen this advertisement recently?"

Food

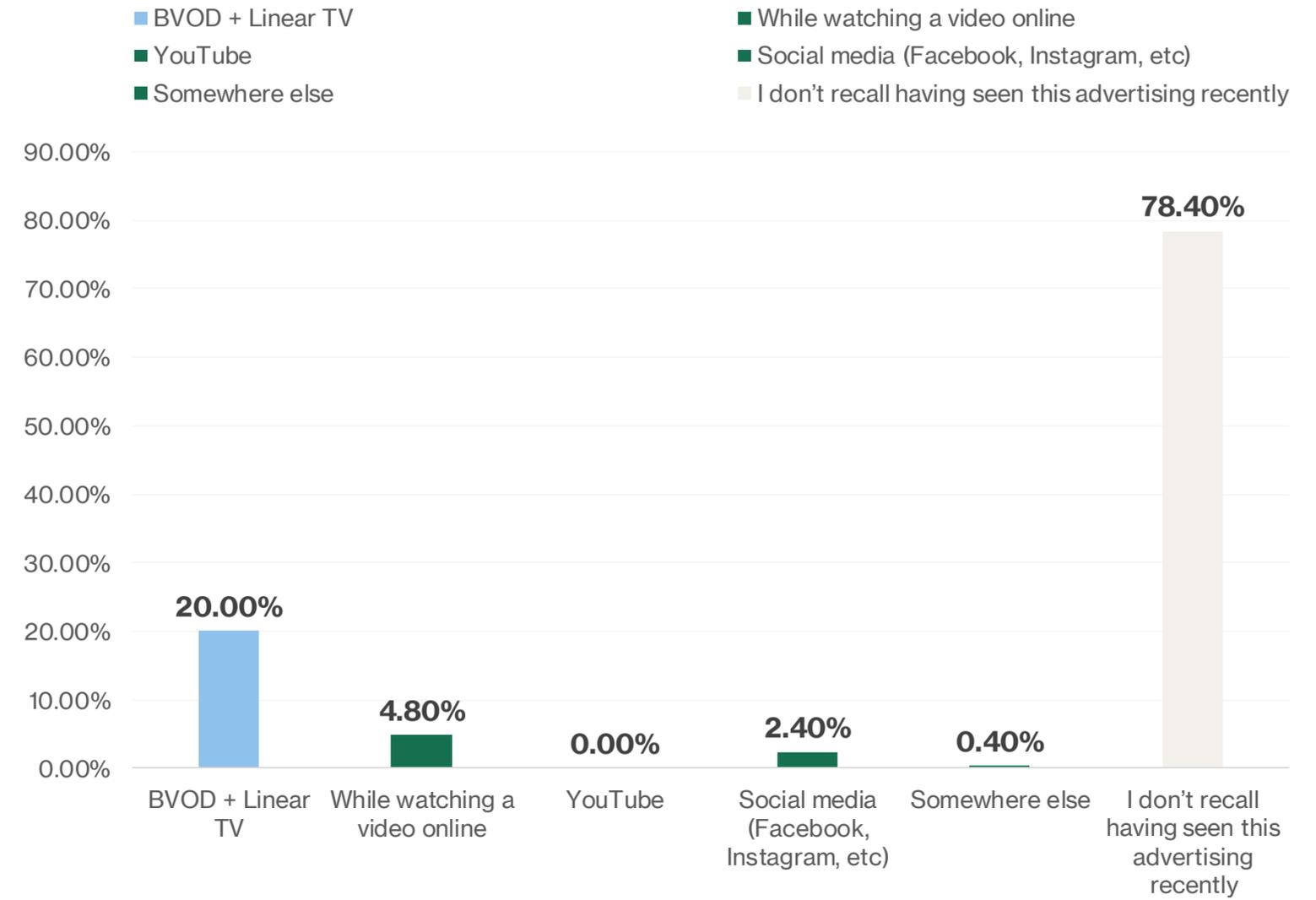
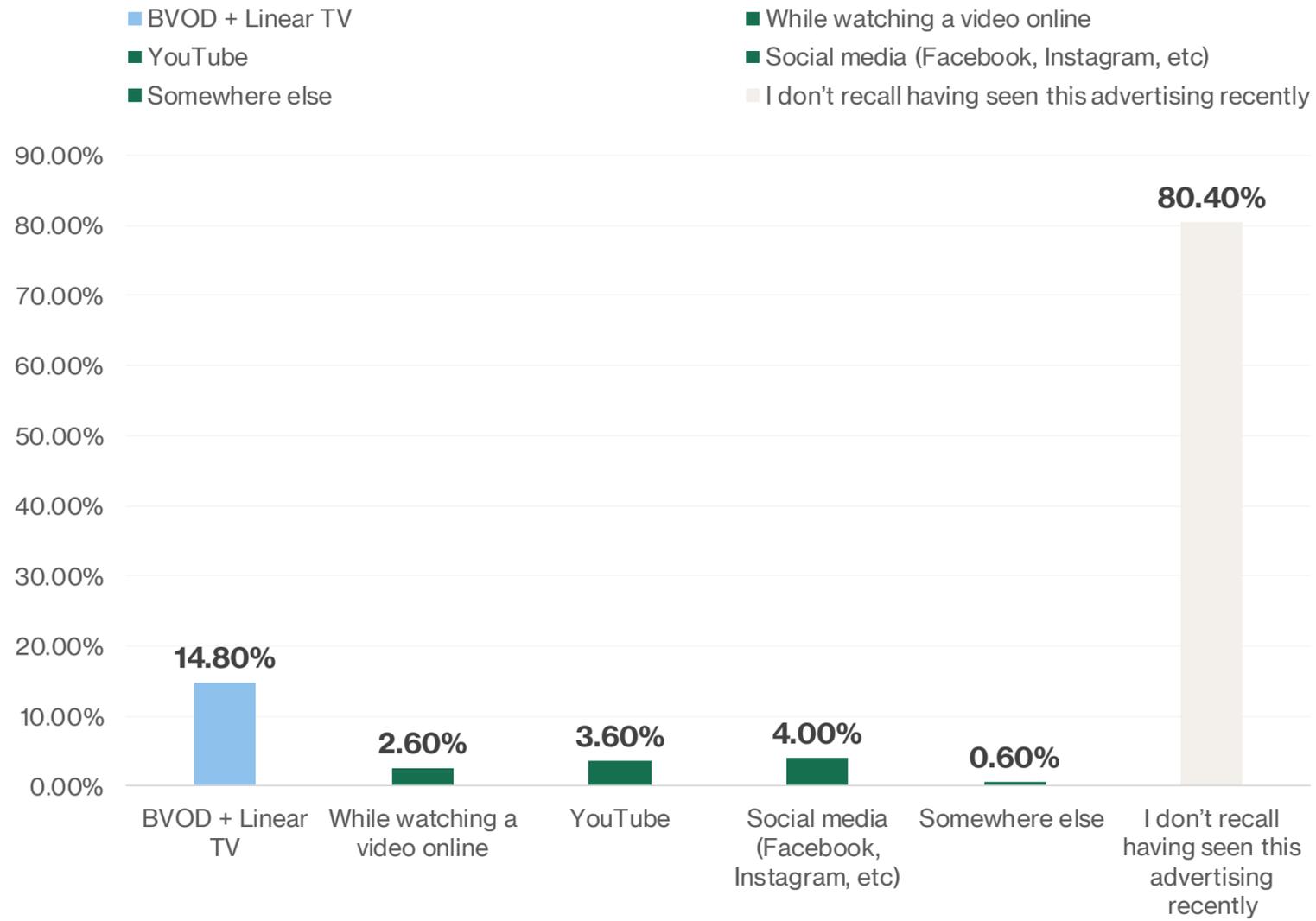
Retail



"Where do you recall having seen this advertisement recently?"

Appliances, Home & Outdoor

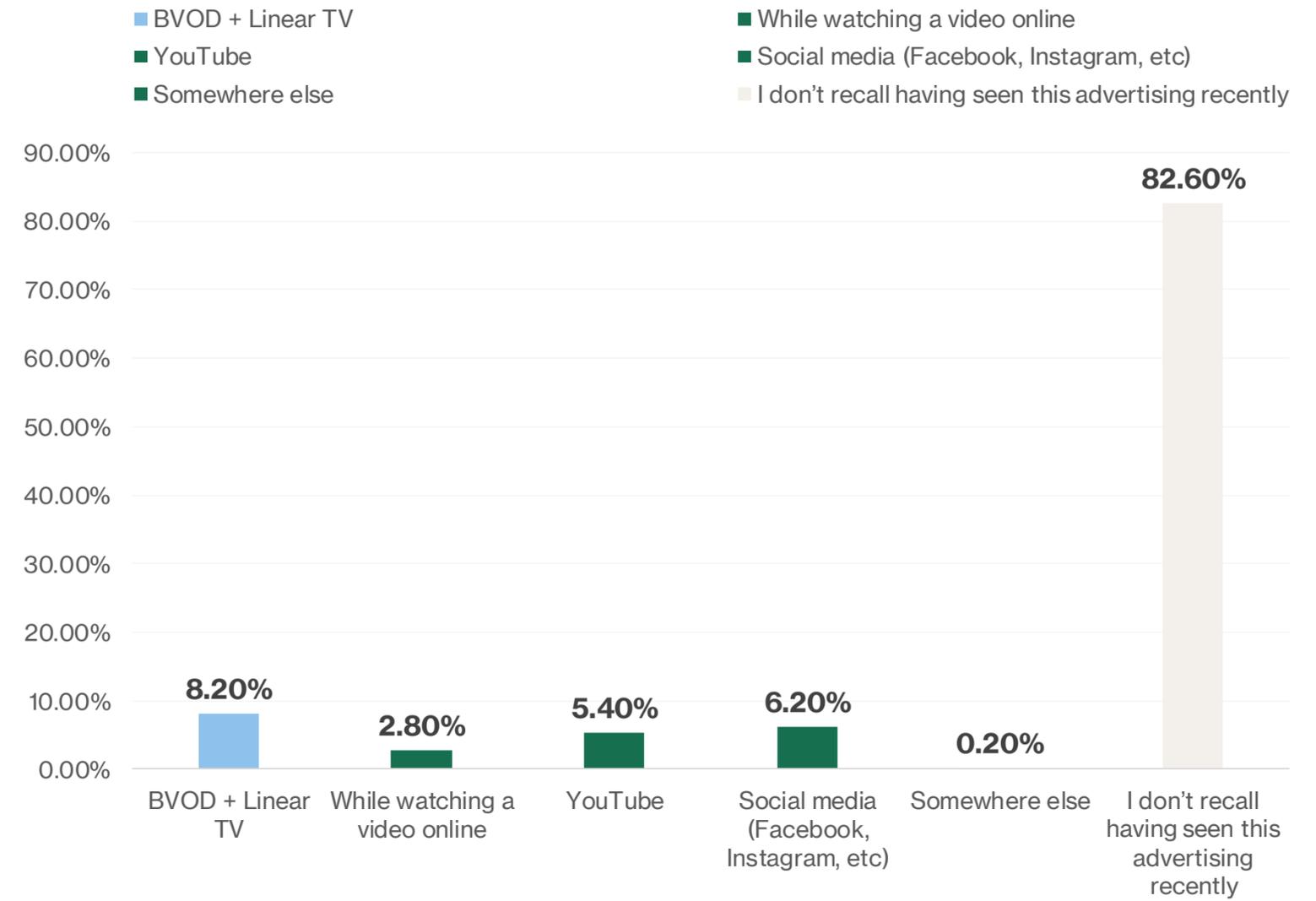
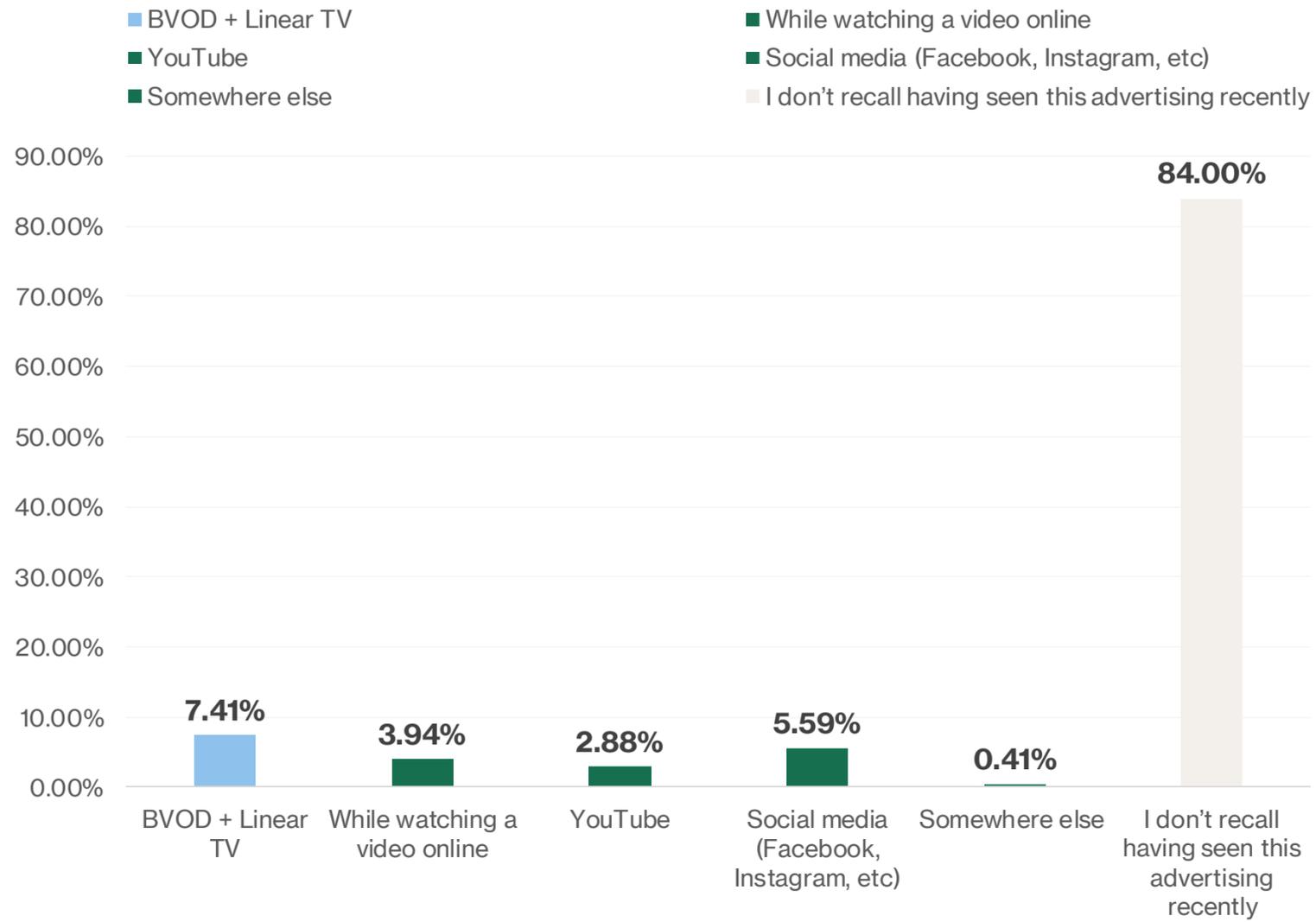
Charity



"Where do you recall having seen this advertisement recently?"

Pharmaceutical & Healthcare Products

Toiletries/ Cosmetics

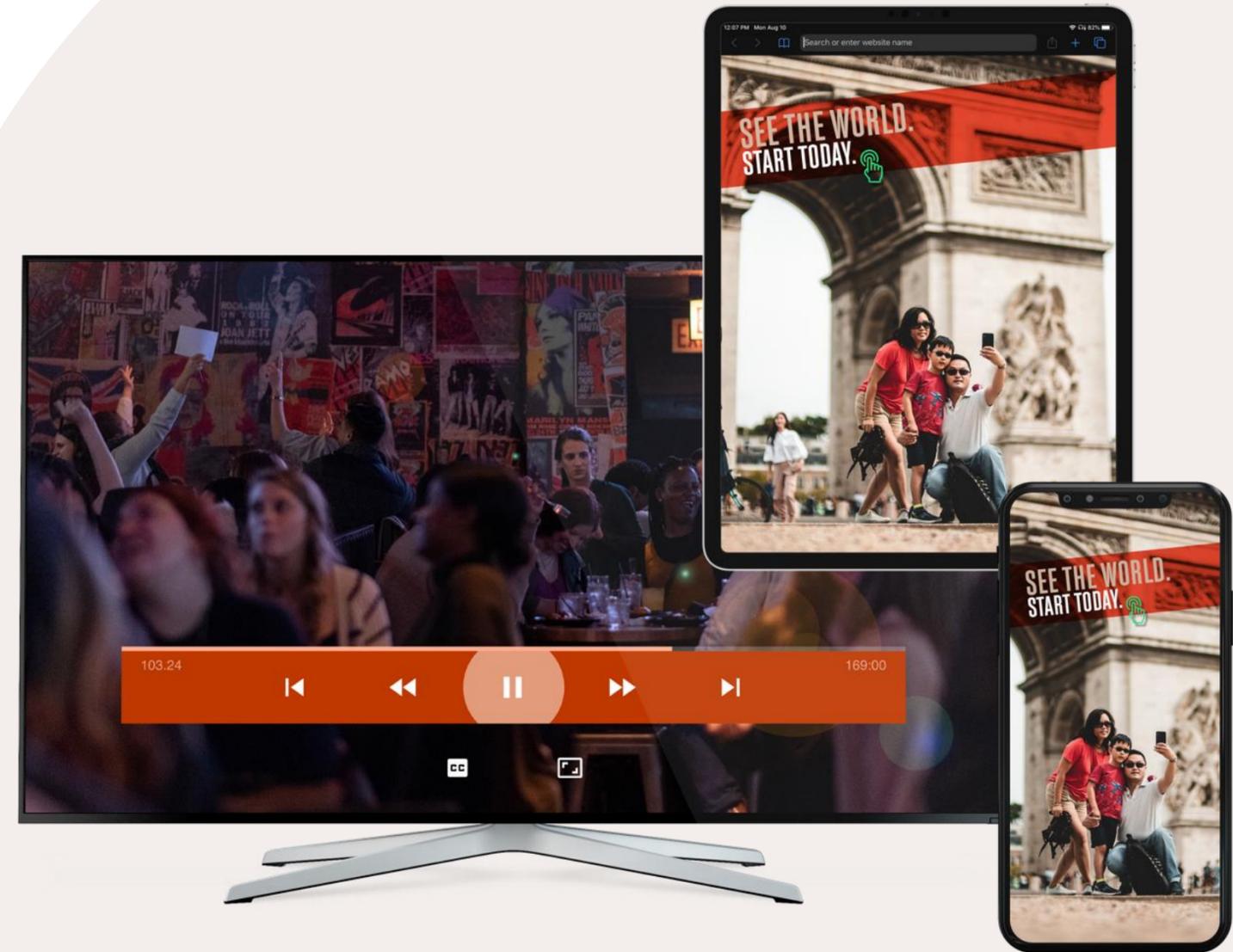


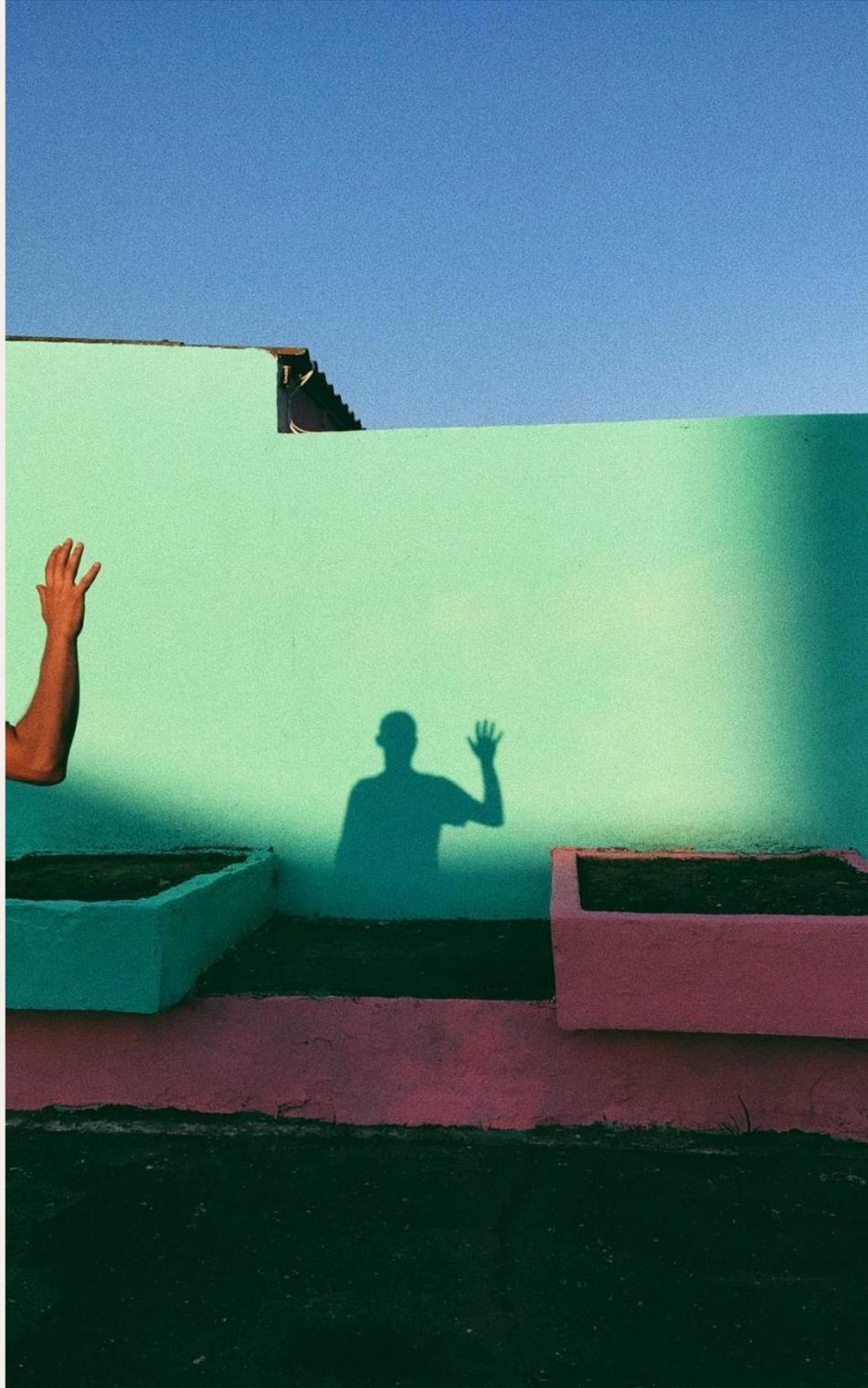
"Where do you recall having seen this advertisement recently?"

Methodology

Thanks to our tech we can distinguish between those who have been exposed to a creative by EMX and those who haven't:

- Exposed respondents: These individuals have been exposed to advertising by EMX, once identified using markers we invite them directly via email and incentivize to take part in the campaign effectiveness study. We use their Demographic & Geographic profiles as the base line for the controlled group.
- Controlled respondents: Once these are identified to share the same Geo and Demo profiles as the EMX exposed group, they are invited to take part of in the study. These participants might have been exposed to the ad via a different publisher (i.e. print media, billboards, etc.), but we know that they haven't been exposed to an ad by EMX.
- Both groups sit within an incentivized panel and get invited directly to participate in the study. EMX ensures the exposed group study participants are served the invitation and complete the study within 3 days of seeing the brand creative. If the participant is taking too long to complete the survey or has completed it too quickly, they are deemed an outlier and can be booted out of the system, with their responses not counting.
- Our entry level study includes 400 guaranteed respondents.





Thank You

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