

Advertise with greater impact:

Stamats' ad testing services can improve the effectiveness of your message, increase ROI, and help you make the most of your media spend.



STAMATS RESEARCH SERVICES

Advertising Testing

Testing a new ad campaign prior to launch can provide valuable insights on how well the message and creative approach will resonate with your target audiences. By testing advertisements with actual consumers, your business can resolve any issues prior to campaign roll-out and maximize your media investment.

Advertising provided for testing may take many forms including:

- Print ads, bulletins, fliers, and brochures
- Digital logos and digital advertisements
- Digital images, including images of billboards or other outdoor media
- Digital video and audio
- Beta websites, microsites, and specific landing pages (dynamic or non-dynamic)
- Email or other digital forms on mobile devices

Stamats testing methods are customized to fit your needs and goals. Quantitative research (mobile, in-person, or telephone surveys), qualitative research (focus groups, in-depth interviews, and bulletin boards), and hybrid approaches may be used.

Results from this type of research can guide improvements to overall creative direction or refine specific copy, visual, or tone details. Participants are asked to provide feedback on various ad qualities by answering questions such as:

- How well does this advertisement or message get your attention?
- What is the advertisement's central message?
- How does this advertisement make you feel?
- How does this advertisement make you feel about the sponsor or brand?
- Which elements are appealing? Which are unappealing?
- How well does the advertisement communicate the benefits of the product or service?
- How important are those benefits to you?
- Is this advertisement memorable?
- How believable is this message?
- How important or relevant is this message to you?
- Is there anything missing from this message?
- How much does this advertisement differ from others you've seen for similar products or services?
- Would you be inclined to share this message with your colleagues or professional network?
- How clear is the message in communicating the next steps or desired action?
- How likely is it that this advertisement would influence you to take action (inquire, purchase)?