



ADimension[®]

Methodology Guide

2020

TRACKING PIXELS & COOKIES

When a Dynata panelist visits the Dynata website, a cookie is dropped on their browser. Dynata panelists have unique IDs that are stored in the Dynata cookie which they have explicitly opted in for the purpose of receiving surveys. The Dynata Digital Ad Effectiveness methodology relies on this proprietary Dynata cookie, which allows the tracking of Dynata panelists. This is a 1st party cookie, which is dropped from the dynata.com domain, onto a panelist's desktop, mobile or tablet browser. Our members are cookied across multiple devices, allowing for identification of exposures across devices.

A tracking pixel or tag is a small piece of code that is trafficked with an online ad. When the ad is displayed on a website, the tracking pixel is activated to indicate that an ad impression has been delivered. The Dynata tracking pixel resides in a 1x1 pixel image which loads in 15 milliseconds to measure campaigns. The pixel attempts to read the Dynata cookie which has been placed on panelist browsers. If a Dynata cookie is present then that person is a panelist, and is put in the exposed group for the campaign, and the

Dynata tracking pixel sends the following information to Dynata:

- Campaign ID
- Creative ID
- Placement ID
- Site ID
- Timestamp
- Mobile Ad IDs (IDFA/AAID)
- Panelist ID (if available)

If an Agency or Publisher does not implement Dynata tracking pixels, we will not be able to capture those exposures directly.

In some cases Dynata integrates directly with partners or publishers through a direct mechanism that includes matching ID spaces, and the publisher or partner sending the exposure data directly to Dynata. Please ask your Dynata account representative about such integrations.

DIGITAL AD EFFECTIVENESS MEASUREMENT METHODOLOGY

Basic Digital Methodology

The ADimension tracking pixels are implemented on the advertiser's campaigns and track overall campaign ad impressions and exposures shown to Dynata panel members who have opted-in for online ad tracking. The ability to target panelists based on their profile data, linked to their ad exposure data allows Dynata to invite exposed panelists to take a survey via email within a short timeframe after exposure. This is the basis for the Dynata digital ad effectiveness methodology.

Types of ADimension Studies

- Digital short form: A survey-based digital control/exposed ad effectiveness study. Leveraging Dynata's single-source panel, media exposure is captured via tags appended to the advertising creative and linked passively to our opt-in, first-party panelists for holistic measurement across all taggable/trackable impressions served on desktop, mobile web, mobile in-app and Over the Top (OTT) content consumed on connected TVs. In addition to demographics, up to 5 brand metrics are captured (by default this includes unaided and aided awareness). The ADimension online, near real-time dashboard is included in all brand lift studies. Excel crosstabs, and PowerPoint reports (including analysis from the dedicated research manager) are available at an additional cost.
- Digital long form: A survey-based digital control/exposed ad effectiveness study. Leveraging Dynata's single-source panel, media exposure is captured via tags appended to the advertising creative and linked passively to our opt-in, first-party panelists for holistic measurement across all taggable/trackable impressions served on desktop, mobile web, mobile in-app and OTT content consumed on connected TVs. In addition to demographics, a full battery of brand KPIs and brand perception questions are measured, and custom questions can be added up to a max LOI of 10 minutes. The ADimension online, near real-time dashboard is included in all brand lift studies. Excel crosstabs, and PowerPoint reports (including analysis from the dedicated research manager) are available at an additional cost.

Sampling Process for Exposed and Unexposed (Control):

Following the media, we sample exposed panelists over the course of the campaign by sending survey invitations via email. Concurrent to collecting our exposed/test cells, we recruit a balanced control/unexposed group matched to the exposed sample based on demographics like age, gender, income, education, ethnicity, and/or other behavioral characteristics such as brand usage. We survey respondents within 48 hours of their last digital ad exposure, accounting for all exposures up to the point they take the survey. This allows us to attribute all exposures when calculating and trending performance based on frequency. This also affords the option to attribute performance to all digital publishers that the respondent was exposed to prior to completing the online interview. Note: If a control panelist is exposed to the ad campaign after the invitation is sent but prior to taking the survey, that panelist is moved to the exposed group.

CONTROL METHODOLOGY

Dynata's recruits exposed sample based on how the campaign naturally falls within the audience contours that are meaningful to our clients (e.g. the target audience). Our methodology for recruiting control/unexposed respondents involves sampling lookalikes to the exposed group across demographics, preferences and behavioral attributes, for example brand usage, in order to lessen the burden of weighting in the final data set.

The panelist attributes that we maintain in our panelist profiles allow us to recruit participants that match the exposed cell respondents across panelist' main demographic attributes, as well as behavioral profiling points when available. After the sample is collected, we weight the control group to mirror the exposed as precisely as possible. We use the same group of control respondents who are free of exposure to any campaign media as a baseline to measure campaign lifts against for the total campaign as well as for individual media channels. We also recruit control and exposed respondents at a cadence that matches the flow of the campaign over time.

