

Online Advertising

How to measure Impact

iReach Market Research Briefings

How to measure Impact of Online Ads

Marketers, Product and Brand owners tell consumers about their products and services through advertising. Because advertising is such a significant expense, a great deal of research is needed to measure its impact and effectiveness to make sure that the potential customer is getting the message and the Ad campaign is achieving it's goals. As advertising shifts to new channels such as Online, it is now more important than ever to measure Online Ads and their Impact on consumers.

Based on iReach research, over half (59%) of online shoppers cite that websites of well known brands are an important source of information when researching or considering a product or service and search engines are considered more useful (76%) than personal recommendations (72%). 61% find price comparison websites a useful source of information, while 57% look to customer website reviews to help them choose.

As Online Advertising becomes a more important and cost effective component of Advertising Budgets, the need to measure Impact of the Online channel as well as it's Impact on other Ad channels is critical.

Seminar Content:

- Look at cost effective tools and methods to measure Impact and Effectiveness both before and after the Online Ad campaign.
- Discuss how can firms can use such measures to ensure Online Advertising is delivering Impact.
- Demonstrate real world case studies.

Key Benefits:

LEARN about new innovations in Online Ad Testing and gain a tangible view on these in action.

IMPROVE your understanding of evolving Impact of Online Advertising and consumer behaviours to know how to react to Social Marketing changes.

APPRECIATE the changing dynamics of cost effective approaches to measure Impact of Online Ads.

ACQUIRE skills, knowledge and inspiration to run effective Online Marketing and Advertising campaigns.

NETWORK with other executives



Who should attend
Marketing and Research Professionals, Brand and Product Managers responsible for Advertising

Upcoming Dates
January 28th 2010
From 12:30pm to 1:15pm

Location
Live Online Seminar

Admission is free

Registration:
Please call Ciara Shaffrey on 01-400 3600 or email ciara.shaffrey@ireach.ie

