

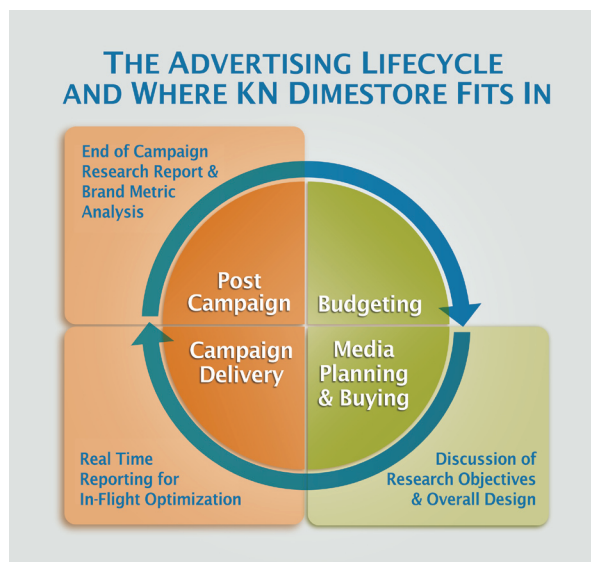
KN DIMESTORE

Optimize brand impact of online campaigns with real-time, high-accuracy metrics

KN Dimestore provides clear, demonstrable ROI to validate the efficacy of your Digital Media Marketing.

Leveraging the KN Dimestore platform, you will obtain

- Real-Time Metrics that help you optimize campaigns towards specific brand marketing goals
- End-of-Campaign Analyses that illustrate how campaigns performed according to those goals



IAB-Approved Methodology

KN Dimestore offers a multi-question survey-based approach that employs a simultaneous Control / Exposed design to quantify attitudinal differences between those who were exposed to your campaign and those who were not.

Our quick-to-deploy surveys significantly improve the respondent experience by using succinct In-Banner & In-Video questionnaires to isolate advertising impact on:

- Brand awareness
- Likelihood to recommend
- Purchase intent
- Favorability
- Recall
- Message association



Research Applications

Our platform can be applied in a variety of ways

Advertising Effectiveness: Evaluate advertising impact against overall and target audiences by publisher, frequency, and media tactic

Audience Verification: Analyze effectiveness of campaign to accurately reach intended target audience

Creative Testing: Identify best performing creative concept and execution

To learn more, please contact:

kdsmsales@knowledgegenetworks.com or
(646) 742-5354.

