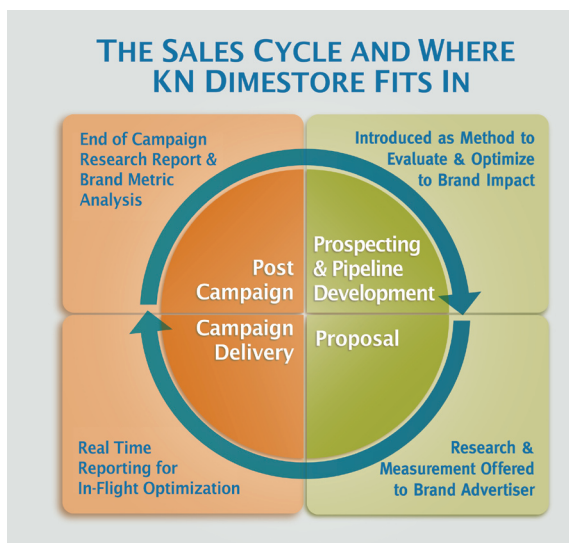


KN DIMESTORE

Validate brand impact and optimize campaigns with real-time, proven brand metrics

KN Dimestore provides easy, cost-effective solutions to measure and optimize branded campaigns. Leveraging the KN Dimestore platform, you will obtain

- Real-Time Transfer of respondent-level survey data to help you optimize your campaigns towards brand goals
- On-Demand Analysis reports to give you a bird's-eye aggregated view how your campaigns are performing in respect to the brand metrics
- End-of-Campaign Analyses that illustrate how campaigns performed according to those goals



IAB-Approved Methodology

KN Dimestore offers a multiquestion 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 in-banner survey approach improves respondent experience by keeping surveys short and eliminating the need for pop-ups/fly-overs. This increases response rates and provides a more accurate read of your campaign's impact on

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



Research Applications

Our platform can be applied in a variety of ways

- **Campaign Targeting:** Optimize your campaigns by firing segment or conversion pixels when users respond in ways that meet your campaign goals, or by appending response data to existing data sets for look-alike modeling and retargeting.
- **Advertising Effectiveness:** Evaluate advertising impact against overall and target audiences by frequency and media tactic
- **Audience Profiling:** Analyze website visitor potential value according to brand affinity and likelihood to purchase – build segments and locate target audiences for client campaigns
- **Creative Testing:** Identify best performing creative concept and execution

To learn more, please contact:

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

