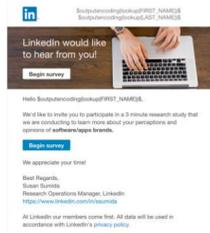


# Ad Effectiveness Methodology

**Objective :** Survey research to measure how investing in Sponsored Content on LinkedIn changed branding metrics

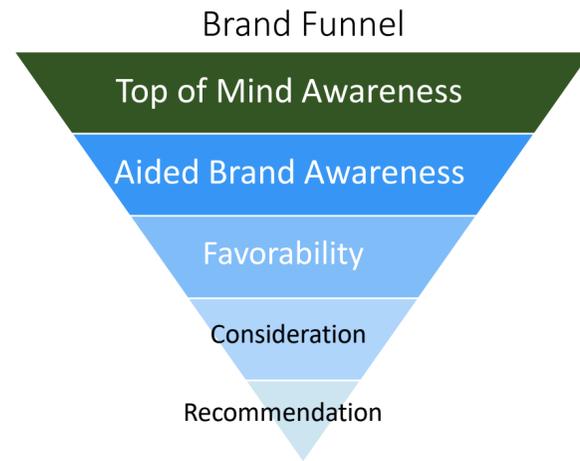
## WHO is surveyed?



**Control** = advertisement was not served to member

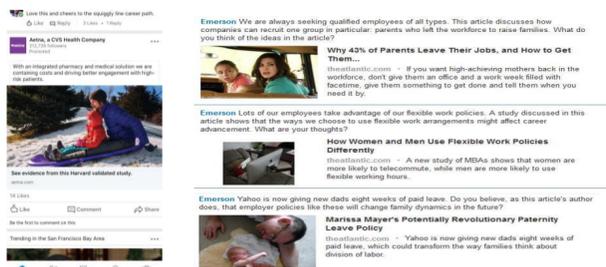
**Exposed** = advertisement was last served to member within the past 7 days

## WHAT is measured?



- Platform based survey research to measure impact of campaign
- Research combines attitudinal responses with member data

## WHEN should I use a Brand Impact Study?

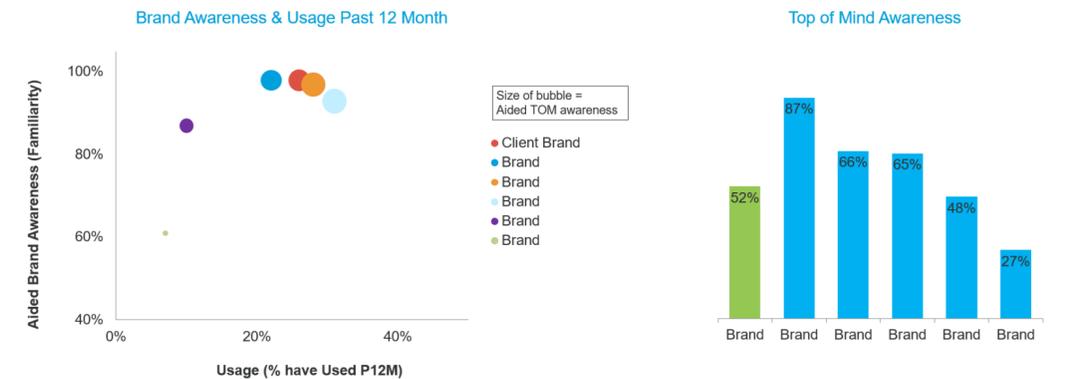


- During a sponsored Content campaign to understand the impact of media on perceptions of your company

## WHAT can I learn?

- Campaign impact brand health metrics, including:
  - Awareness compared to competitive brands
  - Existing Favorability, Consideration, and Recommendation compared to competitive brands
  - Agreement with Brand Attributes/Perceptions
  - Creative analysis: static, video, and carousel media

Example of awareness analysis



Example of overall brand metric analysis

METRIC	Control	Exposed	Delta
	n	n	
Top of Mind Awareness	XX %	XX %	XX
Aided Brand Awareness	XX %	XX %	XX
Favorability (Top X Box)	XX %	XX %	XX
Consideration (Top X Box)	XX %	XX %	XX
Recommendation (Top X Box)	XX %	XX %	XX
Attribute: statement 1 (Top X Box)	XX %	XX %	XX
Attribute: statement 2 (Top X Box)	XX %	XX %	XX



**Linked** 

nielsen  
.....

Ad

Effectiveness

Research

LinkedIn Research

# LinkedIn partnership with Nielsen – ad effectiveness research

Measures campaign  
performance against  
standard brand metrics

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# Methodology

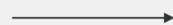
## Step 1. Identify qualified respondents



Exposed members identified, along with matching control (unexposed LinkedIn members who fall into the same campaign targeting definition)



Match control group  
(Members not exposed)

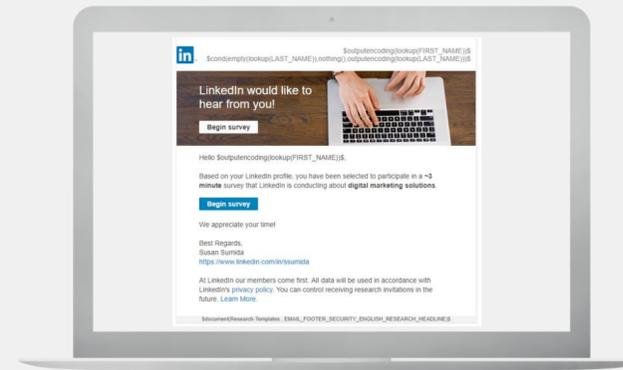


Members exposed  
to campaign

## Step 2. Invite respondents via emails



- Multiple waves of data collection throughout the campaign.
- Control & Exposed Members recruited simultaneously via email and invited to take the survey.



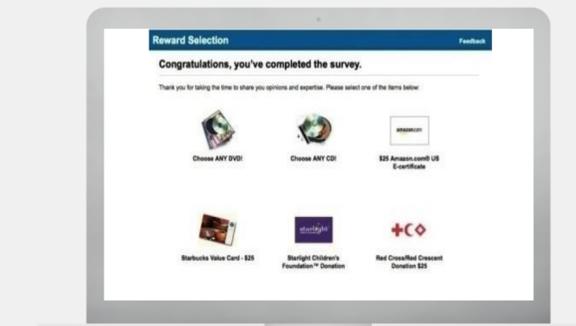
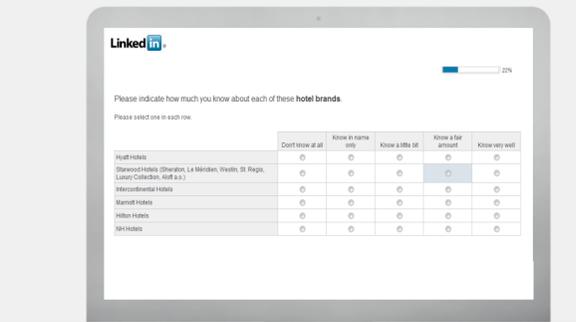
Control



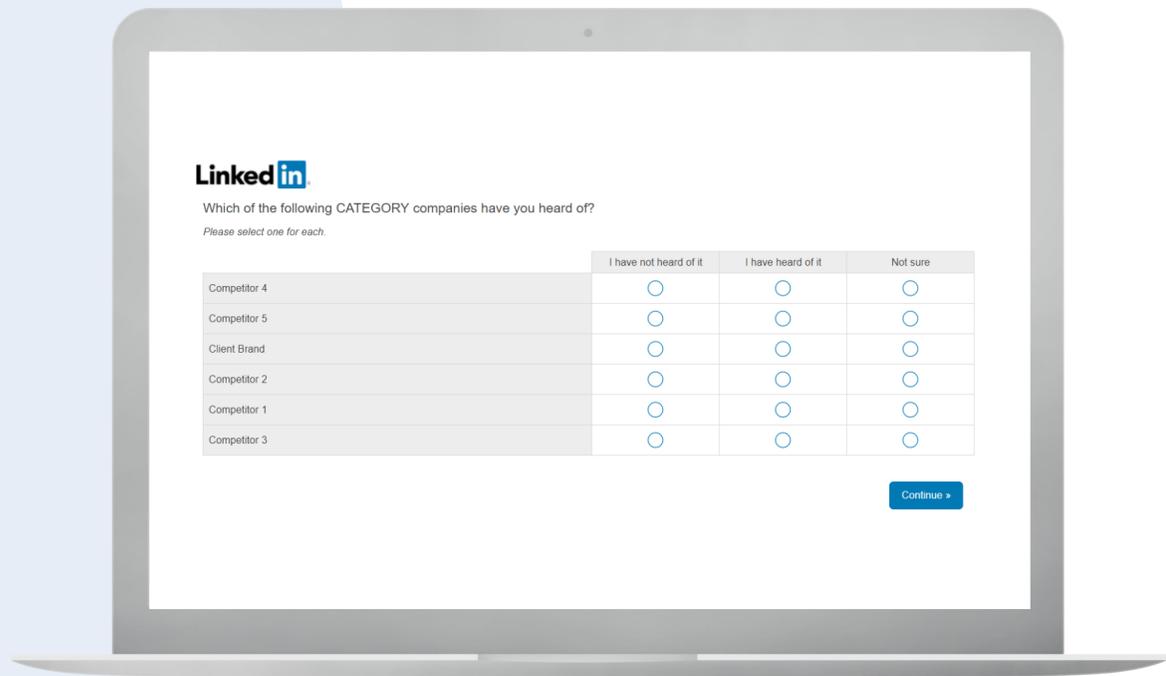
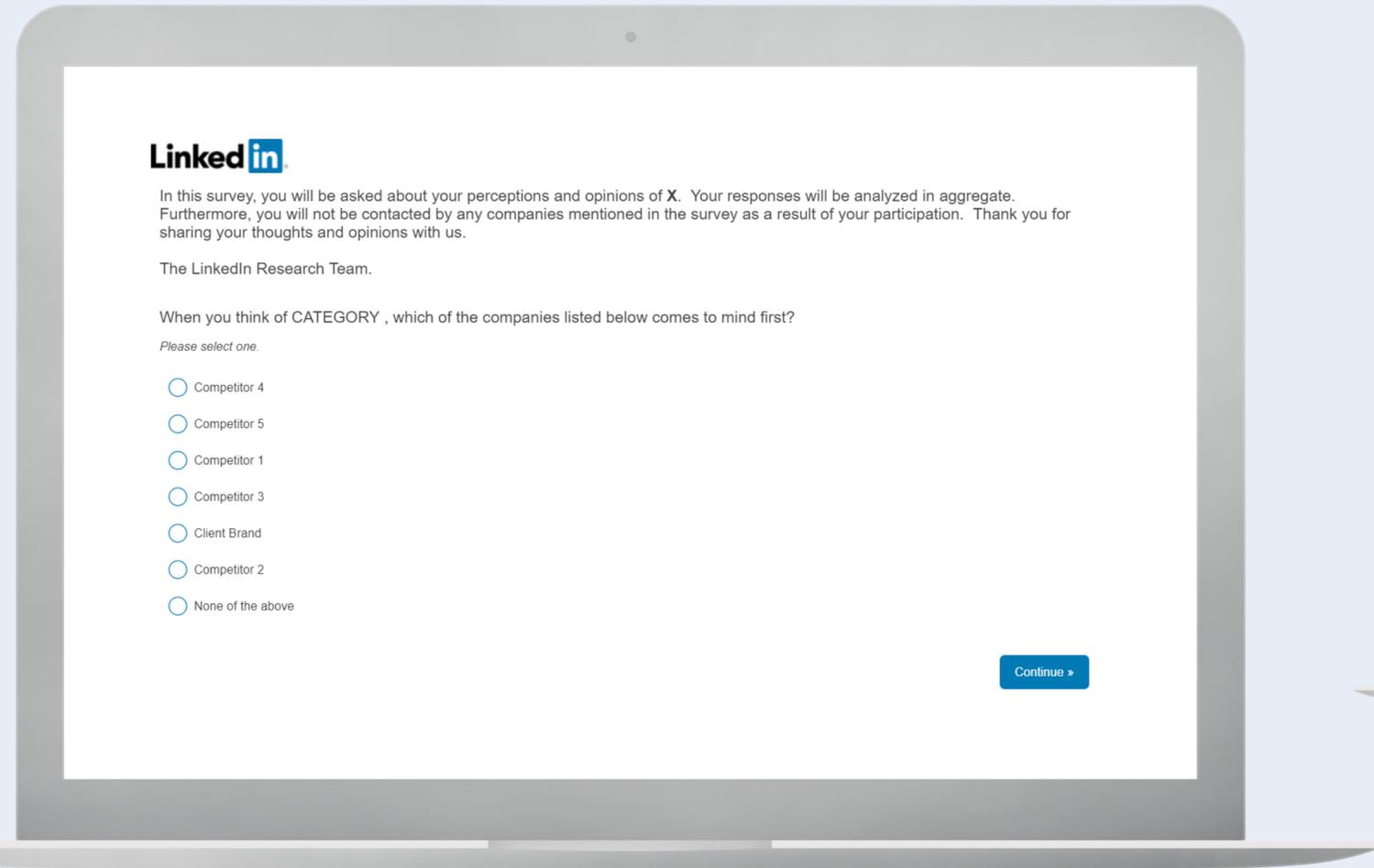
Exposed

## Step 3. Respondents complete survey and data recorded

- Survey is branded with LinkedIn logo.
- Control & Exposed Members take the same survey.

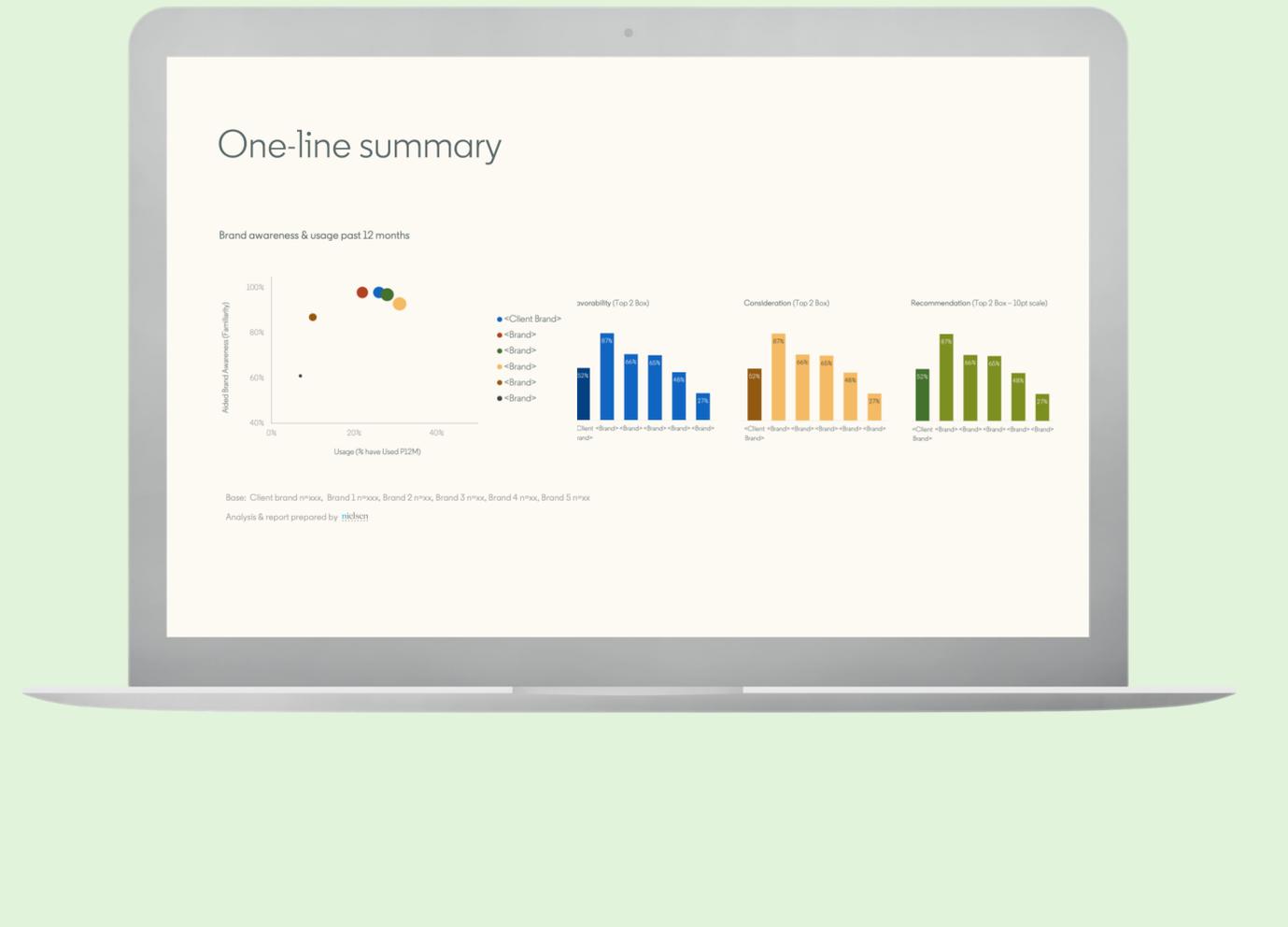


# Survey Experience

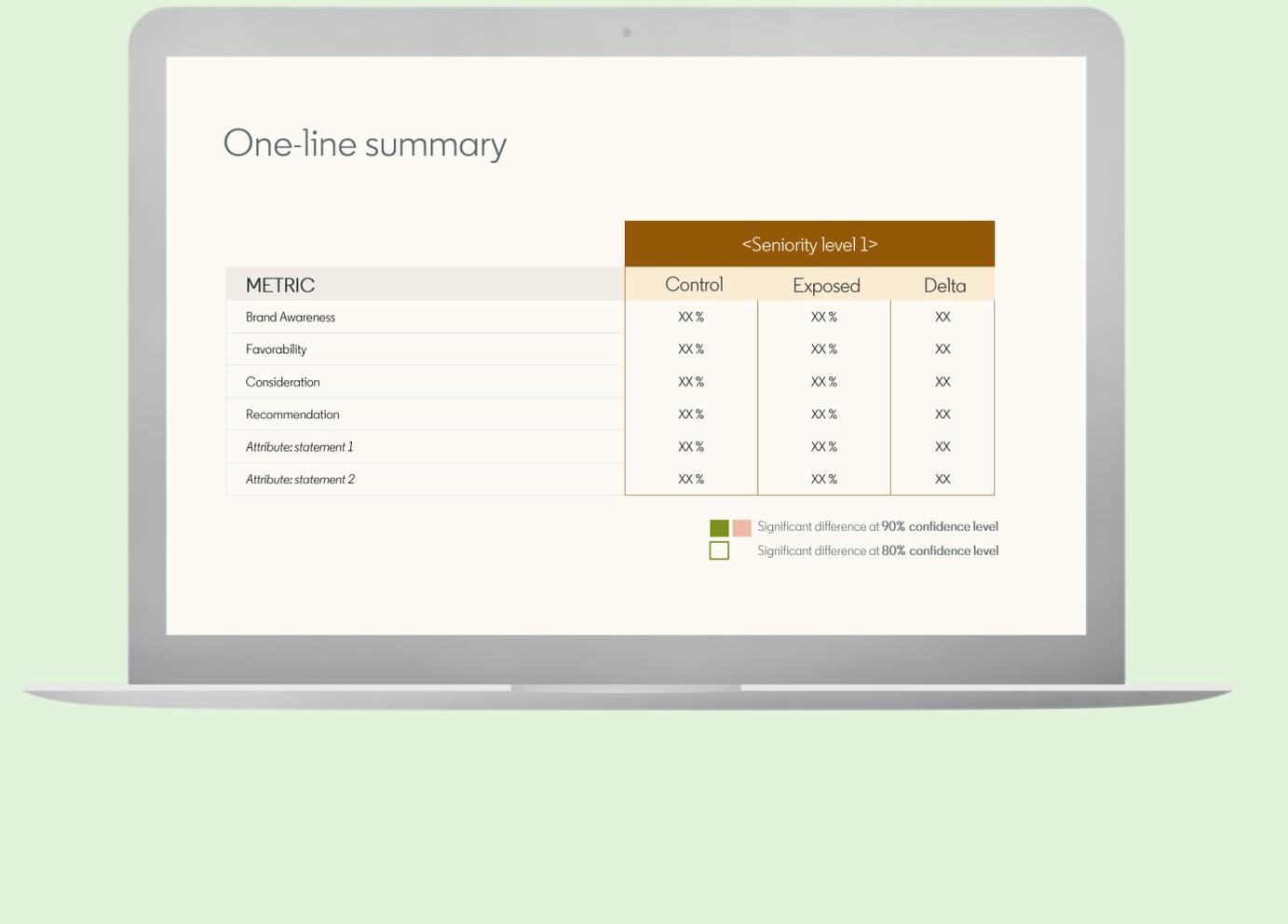


# Main areas of analysis

## Market insights



## Campaign impact (control vs. Exposed)



# Example questions: brand metrics

## Key brand metrics

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### Top-of-mind awareness

When you think of category, which of the companies listed below comes to mind first?

### Brand familiarity

Which of the following category companies have you heard of?

- I have heard of it
- I have not heard of it
- Not sure

### Brand favorability

What is your overall impression of the following category companies?

- Extremely favorable
- Somewhat favorable
- Neutral
- Somewhat unfavorable
- Extremely unfavorable

### Consideration

If you were in the market to consider category, how likely would you be to consider ...?

- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

## Brand attributes

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### Brand attributes

Please indicate how strongly you agree or disagree with the following statements about client brand.

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
- Don't know



# Custom section – for premium ad EFX only

## Custom section rules:

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- Only 4 questions allowed
- 1 grid question is treated as multiple questions. Either 4 distinct questions or 1 grid question can be included this section. Grid specs: 10 rows maximum, and 5~6 columns maximum
- No open-ended questions

# Sample frame

## Note:

Value add research is provided on a best efforts basis. Sample sizes are not guaranteed.

Additional breaks (e.g. seniority, company size) will depend on available sample sizes.

Sample groups	
Control	Exposed

Definition	
Target audience, but not exposed to the campaign	Target audience exposed to the campaign

Target	
n=250~300	n=250~300

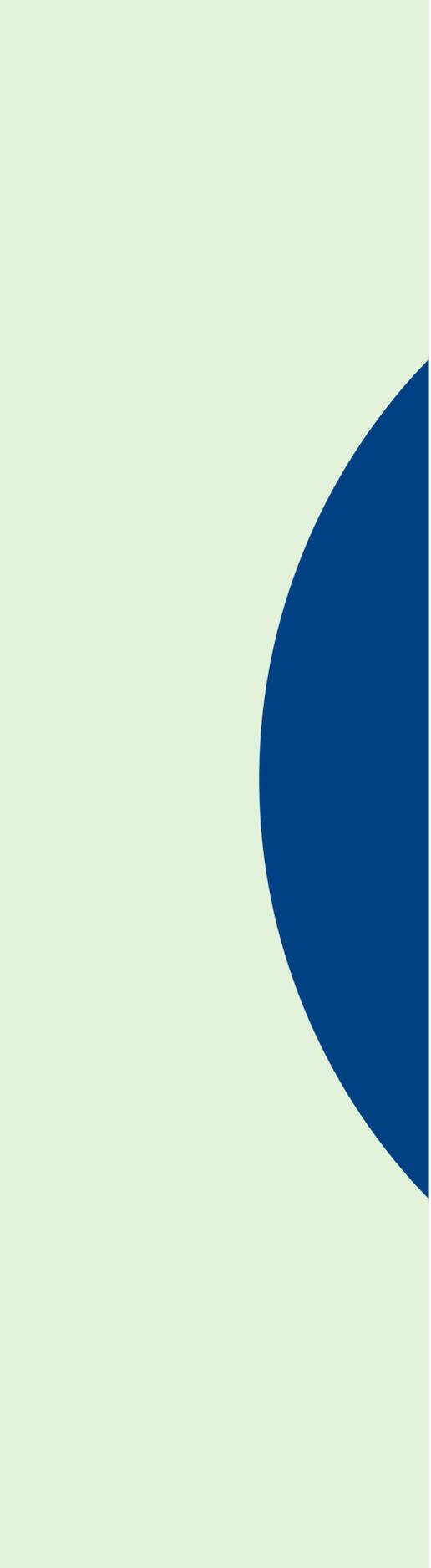
Sampling method	
Natural fallout	Natural fallout



## Timeline

01	02	03	04
Survey	Fieldwork	Data Collection	Final report
Survey needs to be finalized two weeks before the start of the data collection	Survey programming and fieldwork setup: 2~3 weeks after survey approval	Data collection: Multiple waves throughout the campaign	Final report: delivered 4 weeks after end of fieldwork

Thank you



# Appendix

# Maximum 3 Data Cuts for Premium Study

Data cuts can consist of audience, geo, or product specific(video/static/carousel)

- For example, setting up quota for ITDM and Developer audience segments count for 2 data cuts, or Video vs Static count for 2 cuts.

## What we CANNOT provide: by creative

- (1) Often a single campaign has many creatives. With 250 or 300 exposed samples, it's hard to reach robust sample size for mutually exclusive creative cells for a meaningful analysis
- (2)The way our current sampling query setup requires a lot of manual processing if adding creative IDs data pull. When a campaign has hundreds of creatives, the query needs to run millions of exposed member records against the hundreds of creative IDs, which slows down the processing significantly. With the goal of maximizing the operation efficiency, we currently don't offer this levels of details.

Number of Cuts	Control Size	Exposed Size
1	300	300
2	150	150
3	100	100

# What is the process?

Task	Owner	Timeline
<p>Notify LI team of program, targeting, spend and flight dates. Set up kick-off call to review the details of the program and any targeting cuts that are being requested once IO is finalized and research approves. Confirm format delivery of brand study findings.</p>	<p>Client/LI</p>	<p>Up to 1 week prior to campaign launch</p>
<p>LI research team to review feasibility (sample sizes and targeting cuts)</p>	<p>LinkedIn Research Team</p>	<p>Provide feasibility feedback 2-3 days after receiving the initial targeting definition. Campaign can launch before research is finalized.</p>
<p>Complete the Brand Study Questionnaire and return to LI/Nielsen teams</p>	<p>Client/Agency</p>	<p>2 weeks prior to data collection</p>
<p>Nielsen research team to make any revisions to questionnaire and share final draft with Client/Agency.</p>	<p>Nielsen</p>	<p>2-3 days after receiving draft</p>
<p>Nielsen to provide the timeline of the study and dates of each deliverable date</p>	<p>Nielsen</p>	<p>Post Kick-Off Call</p>
<p>Provide formal approval via email so the programming can begin.</p>	<p>Client/Agency</p>	<p>1 week prior to data collection</p>