

Go Way Beyond A/B Testing of Social Media Campaigns

Situation

Social media advertising has become one of the most effective ways to reach consumers. But testing and benchmarking newly developed creative before going live on Facebook, Instagram, Twitter, YouTube and other leading platforms has been virtually impossible. Now, ThirdSlice offers agencies and brands a first-ever opportunity to conduct comprehensive in-market tests of social media creative before going live, and the opportunity to optimize creative and select the winning variant for maximum ROI.



The Challenges

Social media advertising has exploded in recent years, but tools that help agencies and brand managers develop winning social media creative haven't kept up. Instead, brands have been forced to rely heavily upon A/B testing, which can be cumbersome to execute and provides little or no insight into key questions about the impact the ad has on brand perception or the audience's likelihood to take specific action off-line. As a result, agencies and their clients have relied heavily upon intuition, with little data to back up creative development in support of major social media campaigns.

The Solution

Using sophisticated social media ad testing technology first developed by MFour Mobile Research for one of the world's largest social media advertisers, ThirdSlice is now able to:

- Covertly insert a client's test ads into the normal social media feeds of hundreds of carefully screened research participants on Facebook, Instagram, Twitter and YouTube.
- Measure all aspects of participants' engagement with the test ad during their normal social media browsing.
- Immediately after their natural browsing sessions ask questions about unaided recall of the test ad.
- Re-expose the participant to the ad and follow-up with in depth questions about the ad's impact on brand perception, creative elements, characters, and likely actions to be taken by the viewer.
- Deliver a quantitative report with definitive insights into the best creative options and the rationale behind them.



Outcome

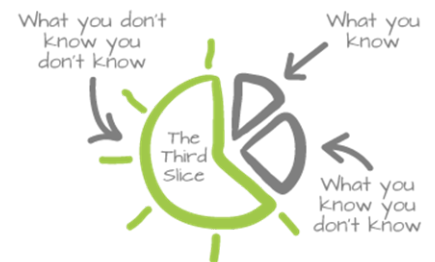
ThirdSlice's social media ad testing capability gives agencies and brand managers multi-level quantitative insight into social media creative that they have never had before. Used during the creative process and before going live on major social media sites,

clients can now develop creative for social media that they are confident will achieve the campaign's specific goals.



About ThirdSlice Research

ThirdSlice Research brings the most valuable mobile market research tools to clients who are interested in faster access to better insights. Led and staffed by a team of over a dozen market research industry veterans and nextgen research thought leaders, ThirdSlice supports clients across industries with the big insights they need to improve business performance and lead their industries.



Let's Talk

To learn more about how your brand or agency can benefit from our innovative approach to social media ad testing, please reach out to:

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