

zappi ad pulse



Zappi Ad Pulse is an always-on digital advertising and brand measurement solution, which enables marketers to determine the effectiveness of a campaign and optimize in-flight against brand metrics that matter. It uses a survey based, control/exposed methodology.

Data is collected in partnership with the world's largest ad measurement supplier. They use survey-wall technology and a **network of 2500+ publishers to provide access to 250M consumer devices in the US.**

2 Step
set up

Get a read
24 Hours
post launch



Zappi support
available for
Every Stage

KPI Scores

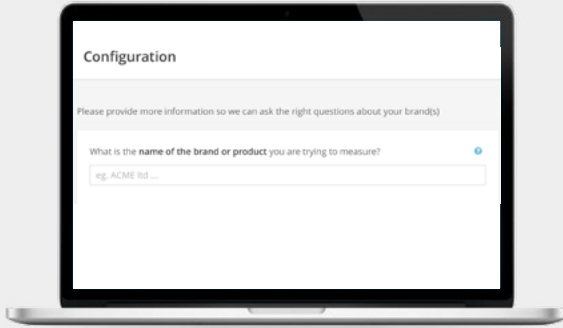
Real time view of
consumer funnel



Set up:

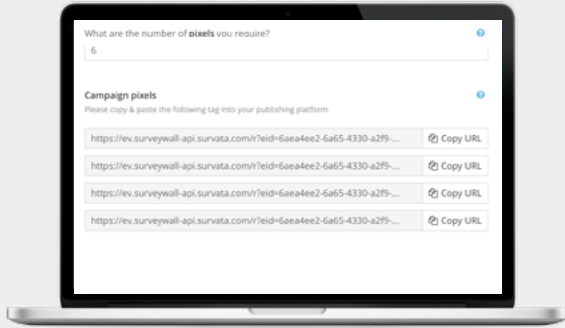
1.

Enter the brand or product name



2.

Place your pixels (tags)



Surveys with consumer brand KPIs are automatically generated and are shown to exposed and control respondents across a publisher network

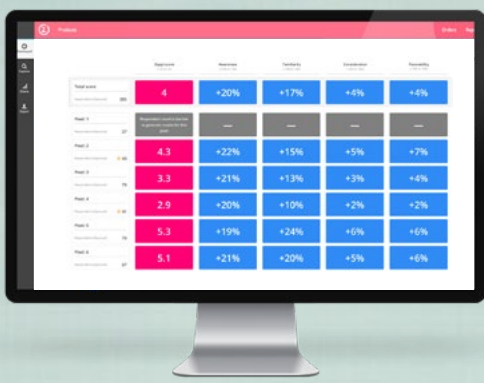
Control



Exposed



KPI scores are available in real-time on the Zappi dashboard



Simple
Dashboards



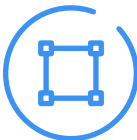
Optimize in flight by reallocating spend to the campaign elements that are working best



Benefits:



Optimize in flight by reallocating spend to the campaign elements that performing the strongest



Measure across a range of different campaign dimensions: **creative, audiences, platforms, formats, tactics**



Report on **awareness, familiarity, consideration, and favorability**



Cost Effective automated end to end solution with no manual overheads or project set up costs

