

ADviceSM

With advertising budgets ever-tightening and CEOs demanding ROI, can you afford to run your ads without testing them?

The cost of an ineffective communication campaign reaches well past dollars and cents, right into the heart of your brand's equity. *Does your advertising capture the hearts and minds of your audience? And what does an ineffective campaign mean for your brand?*

ADvice, a collection of ad testing tools, offers protection from ineffective advertising and is designed to meet your timing and budget needs. Want something quick? Need to A/B test digital ads? Or a more comprehensive campaign test? ADvice can help.

ADvice Lite

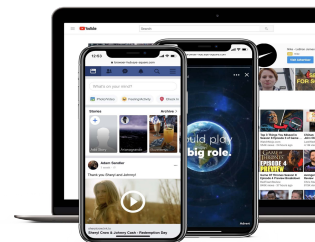
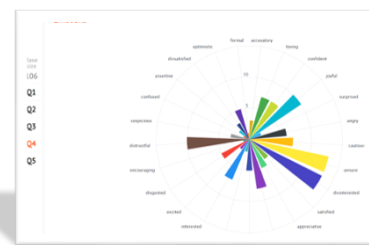
Do you need a quick gut check? Test a single ad or compare options without breaking the bank and keeping your agency waiting. A self-service dashboard provides real-time results.

ADvice Digital

Want to A/B test your digital ads risk-free? Recruit respondents to test digital ads in a real social media setting prior to launch. See how your ads perform on Facebook, You Tube, Instagram and other social media platforms. Evaluate performance with visibility, interaction and audience retention metrics. Findings available in a quick dashboard format or a more detailed written report.

ADvice

Need more detailed information on how your ads are performing and where to make edits to optimize the content across any medium and stage of development? Design your content based upon results from System 1 (facial coding, eye tracking, response latency) and System 2 (standardized survey) reactions. Post-exposure diagnostics help you understand how consumers perceive your ad. This information, complimented with in-view experiential feedback, gives you a complete picture of your ad's potential performance. With this information in hand, you can make adjustments to creative/copy before it's too late.



- Messaging must be...
1. Simple
 2. Engaging
 3. Repetitive
 4. Brand must be the star

To learn more, contact:

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Driving your brand's performance

www.kleinandpartners.com