

TEST & LEARN FOR ADS™

APT's Test & Learn for Ads™ empowers the world's leading advertisers to measure the true impact of their call-to-action media. As the benefits from digital advertising rapidly grow, leading advertisers need to understand how to profitably deploy new channels, while balancing spend in traditional media channels.

Test & Learn for Ads™ combines APT's proven Test & Learn™ software-as-a-service platform with deep insights from measuring the in-store impact of various new and traditional media channels, including digital media (search, display, social, and mobile), newspaper inserts, radio, outdoor, TV, and direct mail. Test & Learn for Ads™ delivers robust insights relevant for both marketing executives and merchants, aligning both groups around advertising strategies to feature the optimal mix of products and channels to generate the greatest return.

The APT Value Creation

Test & Learn for Ads™ offers executives insight into the effects of their organization's call-to-action media spend by answering three core questions about any media effort:

- How much short-term financial benefit does the ad generate?
- In what markets, and with which customers, does the ad resonate most?
- What products, offers, and messaging drive the greatest profit impact?

Test & Learn for Ads™ provides retailers with a holistic understanding of marketing issues, such as:

What is the standalone, as well as integrated, ROI of a specific media campaign?

Before meaningfully scaling investments in any type of media or for any campaign, successful marketers quantify the actual ROI of media spend. While intermediate metrics ranging from consumer awareness to coupon redemptions to fan activity are readily available, accurately and reliably measuring impact

on actual sales is difficult. These metrics are abundant in digital media, but simply measuring changes in online sales is insufficient for multi-channel retailers, as the vast majority of retailers' sales occur in brick-and-mortar stores. Test and Learn for Ads™ directly addresses this obstacle by measuring differences in sales patterns in stores and markets receiving support in real time against a portfolio of tailored holdout stores or markets that remain dark for a given campaign. As opposed to static point-in-time models, advertisers maintain dynamic, ongoing testing programs supported by Test & Learn for Ads™ and can accurately and effectively determine the incremental returns generated by various channels and campaigns, reading through broader macroeconomic changes and marketplace noise.

What is the effect of advertising at the product level?

With the ability to accurately understand the ROI of each media channel, Test & Learn for Ads™ provides executives with the tools to accurately plan for the inclusion of new media in future marketing strategies. APT can help answer key issues around the assimilation of new media, including:

- What are the sales and profit impacts of using online media to support or to replace traditional circulars? In which markets should I look to increase online circular distribution?
- How can I design and prove the value on an online co-op program? Which promo funding dollars be shifted online from which off-line media channels?
- How does all-channel return of investment differ across search, display, and social network advertising?
- Which emerging mobile channels and ad platforms drive business? How can I test over time to ensure my investment grows as mobile media channels develop?

How can emerging media support, augment, or replace existing traditional media?

Test & Learn for Ads™ cuts through the complexity of measuring the impact of product-based promotions, whether communicated by digital media, direct mail, radio, or traditional circulars.

For example, with circular ads, Test & Learn for Ads™ enables executives to make smarter decisions in how to drive sales and profits by identifying changes in basket behavior and composition:

- Which products drive the largest baskets when placed in the circular? Which products see the largest impact to total-basket margin when promoted?
- What is the optimal layout of a circular? What products are best placed on the first page, shown in color, or otherwise displayed more prominently?
- How often should a product ideally be placed in a circular?
- What are the effects of demographic targeting campaigns on individual products?

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