MEASURING AD EFFECTIVENESS WITH FLURRY AND RESEARCH NOW

Measuring the impact of your brand’s mobile ad campaigns can be challenging. We’re excited to announce a partnership with Research Now, a leader in permission-based digital data collection, to measure the effectiveness of each ad campaign you run with Flurry.

Research Now’s survey panel spans 38 countries and provides access to more than 6.5 million consumers and business professionals worldwide.

Because Research Now can survey its panelists that saw an ad served by Flurry, response rates are much higher than average ad effectiveness surveys.

By combining the Research Now and Flurry data, we are able to provide deeper audience analysis leading to better optimized campaigns.

How it works:
1. We’ll work with you to understand your campaign objectives and define your target audience.
2. Based on this, we’ll create both a control and expose group for your campaign.
3. We’ll serve your ad only to the expose group.
4. We’ll survey both groups and measure the effectiveness of the campaign.

For more information on how to get started, contact sales@flurry.com.