

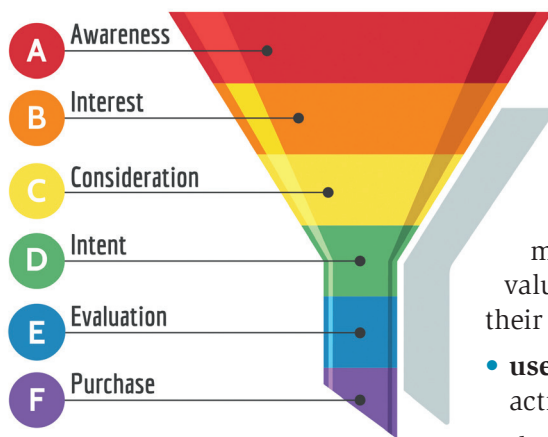
Effectiveness and feedback

■ Ad effectiveness

Ad effectiveness is the ability of an advertising campaign to achieve the objectives for which it was designed and then realised. Measuring the effect of advertising campaigns is an essential tool to revise ads and help control consumer behaviour.

In the pre-Internet era, where the main medium was TV **flanked** by print media, radio and billboards, measuring the effectiveness of a retail advertising campaign was easy enough: the increase in sales was assessed in the following month. Today, this can be carried out in two ways:

- at the level of **overall response of the target market**, using indicators linked to sales – expressed in volumes and values with KPIs (Key Performance Indicators);
- at the level of **response of the individual**, through tests of recall and **notoriety** (Brand Recall).



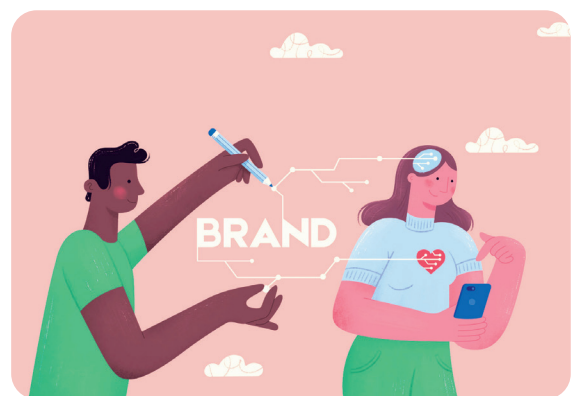
■ Key Performance Indicators

Digital marketing activities, together with traditional tools for integrated, personalised and interactive communication, make use of tools such as digital advertising, Search Engine Optimization (SEO), or product placement. To measure the performance of such marketing activities, organisations use KPIs, measurable values that demonstrate how effectively they are achieving their key business objectives. The KPIs used are those related to:

- **user behaviour**, for example visits (included duration and activities) or clicks;
- the **marketing funnel**, that is the activity of breaking down the customer journey all the way from the “awareness” stage (when they first learn about a business) through the “purchase” stage (when they’re ready to buy a product or service) to the “advocacy” stage (where consumers become marketers themselves);
- the **contribution generated by marketing activities**, which helps to evaluate the efficiency of an investment or compare the efficiency of a number of different investments.

■ Brand Recall

Brand recall is a memory indicator – a component of **brand awareness** – used by brand management specialists to evaluate whether customers recollect the name of a brand when **prompted** with a product or service. This indicator measures how much a group of consumers is able to connect (or not) a relative product category or primary need to a certain product, and/or brand.



custom: *personalizzato*
embedded: *incorporato*
to flank: *fiancheggiare*
funnel: *imbuto*
insight: *intuizione*

notoriety: *fama/ reputazione*
to prompt: *proporre*
spanning: *diffuso*
track: *traccia*

1 Answer the questions.

1. What is ad effectiveness?
2. Why is it so important?
3. How can it be measured?
4. What is a KPI?
5. What are some KPIs used in measuring ad effectiveness?
6. What is the marketing funnel?
7. Why is the contribution generated by marketing activities important to analyse?
8. What is brand recall?

2 Read the text and answer the questions.

Ad Tracking

Ad tracking is the process of keeping **track** of how much of an impact an advertising channel has, how effective ad campaigns are, and how much ad investment translates to increased sales. Data gathering is incredibly sophisticated and is now fundamental in modern digital marketing to make it easier to measure the effectiveness of an ad, to test new campaigns with minimal investment, to revise ads more quickly and to help determine your audience's behaviour so as to better define their interests.

For example, you can track:

- click-through rates on paid ads;
- ads **embedded** in email messages;
- page views;
- social media impressions;
- pay-per-click ad campaigns.

Five Types of Ad Tracking Methods

1. **Tracking pixel** is a 1×1 pixel image space that fits into the body of an email message.

When a recipient opens the email, the tracking pixel transmits this data back to notify the email was opened.

2. **Cookies** are temporary Internet files that help advertising teams gain useful **insights** on user behaviour.
3. **Google marketing** (or **Google Ads**) uses first and third-party cookies to analyse user behaviour and determine the best use of advertising space on a given site.
4. **Facebook ad tracking** creates **custom** ads targeting audiences and gains insights as to how user interaction with a Facebook page influences visits to a website and determines purchase intent.
5. **URL tracking** tracks the success of multiple ad channels used in the same ad campaign: when a user clicks a link associated with your ad campaign **spanning** multiple channels, you receive a report as to which channel generated the link.

Adapted from: <https://www.spinxdigital.com/blog/what-is-ad-tracking/>

1. Why is it important to keep track of ads?
2. What is it possible to track?
3. How many and what types of tracking methods are suggested?
4. What is a tracking pixel?
5. What are cookies?
6. How does Facebook ad tracking work?

