

CUSTOM META-STUDY

INFORM YOUR CAMPAIGNS. YOUR INSIGHTS. YOUR ACTIONS.



WHAT IS IT?

NCS Custom Meta-Study uses your campaign data to gain insights that lead to actions driving advertiser sales powered by your historical campaign data. Use this analysis to showcase the benefits of your platform and the ways it delivers more effective advertising for brands.

WHAT IS THE BENEFIT?

You are trying to win an advertiser's business by showcasing the benefits of your platform and the myriad of ways your platform delivers more effective advertising. Feature the unique benefits advertisers can take advantage of when they choose your platform for their next campaign.

HOW CAN I USE THIS INFORMATION?

Develop best practices for driving successful campaigns based on the data that matters to you and/or your advertisers. Highlight the competitive advantages of your platform by a variety of metrics, including industry category or target segments.

TURN INSIGHTS INTO A WIN FOR YOUR ADVERTISERS

Video drove
**115%
HIGHER
ROAS** than
display
campaigns.

Previous brand
buyers are **5X
more likely to
buy the brand**
when exposed to
advertising.

New brand buyers
drove **23% of
the total
incremental
sales** across all
campaigns.

EASY AS 1, 2, 3

**BUILD YOUR CUSTOM META-STUDY
BASED ON METRICS AVAILABLE FROM
YOUR NCS SALES EFFECT STUDIES.**

AVAILABLE METRICS

- Total Incremental Sales
- Total ROAS
- Dollars per Thousand Impressions
- Penetration Lift
- Brand Sizes
- Campaign Duration
- Purchase Cycle
- Seasonality
- Existing vs New Buyers
- Reach and Frequency
- And More...

1

**PICK YOUR
CATEGORIES**

2

**DETERMINE YOUR
KPIs**

3

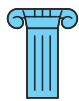
**RECEIVE TURNKEY
ACTIONS THAT WILL
DRIVE ADVERTISERS'
SALES**

THE NCS EDGE



EXPERIENCE

10+ years of thought leadership and research



FOUNDATION

Data spans ad exposure across all media to purchase data for 90M+ households



VALIDATION

Independent, third-party-measurement of advertising effectiveness



PEOPLE

Industry leaders, top data scientists and personalized consulting teams working for you



INNOVATION

Cutting-edge products and brand building solutions that work



SOLUTIONS

Working all aspects of the advertising cycle for you!

CONTACT US TODAY

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NCSolutions

*Better advertising
begins here.*