

# FACTSHEET

## SWISS AD IMPACT - ADVERTISING IMPACT STUDY

### TO FIND OUT, HOW EFFECTIVE YOUR CAMPAIGN IS

Goldbach offers you an additional standardised advertising impact study with KPIs on the advertising impact and perception of your campaign. Thanks to the partnership with the Intervista survey panel, you are guaranteed high data quality.

#### THIS IS HOW IT WORKS

1.

**ADVERTISER**  
order of the study

2.

**INTERVISTA**  
fully automated creation of the  
standardised questionnaire

3.

**INTERVISTA**  
fully automated dispatch of the  
questionnaire

4.

**ADVERTISER**  
receipt of the study results

#### YOUR ADDED VALUE (KPIs)



Ad Recall



Ad Recognition



Ad Liking



Ad  
Comprehensibility



Ad Relevance



Ad Interest



Ad Impact

**GOLDBACH**

Methodological conditions of participation: Digital campaign at Goldbach with a minimum booking volume of 1.5-2 million ad impressions, desktop share of 50% (not InApp) or TV campaign (incl. replay ad) with at least 40% net reach after 3 weeks. | The value of the study is CHF 8200.- (CHF, gross) | [Further information & Q&A](#).



# WHAT WE NEED FROM YOU

## REQUIREMENTS



### **NAME OF THE BRAND / PRODUCT / SERVICE**

Name of the brand, product or service advertised in the campaign that is to be surveyed in the Swiss Ad Impact Study.



### **MEDIA MIX FOR A MULTI-CHANNEL CAMPAIGN**

Details of the channels booked for the campaign, including their timing, to ensure that survey delivery is coordinated with the campaign's presence on each channel. For multi-channel campaigns, we also need an estimate of when the campaign will approximately reach 30% net reach.



### **ADVERTISING MATERIAL PER CAMPAIGN CHANNEL**

A "physical" advertising medium must be provided for each channel and language to be tracked (i.e. an ad file that can be uploaded to the survey).



### **OPTIONAL ADDITIONAL INFORMATION**

If not already defined:

- Intended target group (for reporting purposes)
- Specification of the language area of interest (D-CH, F-CH, I-CH)