Mastering YouTube Ad Recall: Achieving a Remarkable 45% Success Rate

The goal.

At first, jury, deliciously fresh burger. Hungry? This brand was. For consumer insights. Specifically, they needed data on social media. Yes. Do they make a shot of French onion soup, the cheese? So, while you want a taste of brand burger, they really knew how well their product ads are doing on YouTube.

Research was required.

Here's the thing.

There are two ways to get insight on social media. Way #1: use an online consumer panel. You get data in a few weeks. Or, Way #2: use a mobile consumer panel. Ads are served to consumers in real time and their insights are captured at the Point of Emotion. Ads are validated with a SOTG panel.

That second method also captures behavioral data. The type of phone they're using, which operating system they have and their demographic details. Wouldn't it be nice to know exactly what type of person you're reaching in real time? That's exactly what this famous cheese brand needed.

Our approach.

Why use Surveys On The Go® (SOTG)?

As the nation's largest, highest-rated consumer panel, SOTG locates consumers in real-time. Here, the app identified hardware shoppers. And, as they went in-store, the app triggered a survey to this target audience. At a Point of Emotion® data in hand:

1. Accurate data: Panelists were spoken to in real time, validated via the SOTG app.
2. eCommerce behavior: SOTG captures behavior, allowing a brand to track user's activities on and off-line.
3. Accurate panel: Panelists were spoken to in real time, and validated via the SOTG app.

The results.

The ads worked to capture attention and drive awareness in the category. And a new idea for the SOLUTIONS@MFoUR.com | (714) 754-1234

MFour Studio is the only place for real-time app, web, and foot traffic united with validated consumer surveys for unprecedented insights. www.mfour.com

About MFour.

Our approach.

MFour Studio is the only place for real-time app, web, and foot traffic studies with validated consumer surveys for unprecedented insights to help you capture the modern consumer's attention. MFour is the nation's largest, highest-rated consumer panel on mobile, desktop, and app. Clients use our panel to speak with any buyers they want—in-store, online, or on an app.