Audience Validation

Audience Validation provides the capability to view the actual exposed audiences to your digital campaigns and validate how effectively you are reaching your target audience. With access to in-depth profiles of all users exposed to a digital campaign across Research Now's single-source, cross-device panel, you're able to evaluate the performance of each media partner and optimise your media plan in real time.

Our interactive reporting tool utilses hundreds of attributes to verify targeting performance across publishers and platforms, allowing you to quantify the effective cost (eCPM) of reaching your intended audience.

Works Great For:

Advertisers:

Validate targeting efficiency across publishers to estimate the "effective" cost of the media and optimise the campaign to improve performance.

Ad & Media Agencies:

Validate if the targeting of the media bought aligns with the profiles of the audience reached to quantify the effective CPM/eCPM and optimise to improve campaign performance.

Publishers & Ad Networks:

Provide more accurate attitudinal metrics for both niche and broad audiences, guarantee feasibility before the campaign launches and eliminate bonus impressions.

Key Advantages:

Valuable first-party data
Benefit from robust, accurate first-party data that has the ability to link interactions and behaviours across multiple devices to a single individual, without the need for probabilistic methods.

Hundreds of detailed demographic profiles
Targeting is no longer limited to basic demographics and neither should delivery measurement. Utilise hundreds of B2B and consumer profile attributes of exposed users to validate your audience delivery and optimise targeting efficiencies.

Cross-device measurement
Validate your audience delivery through tracked impressions across all digital platforms; desktop, mobile browser, mobile app, and tablet.

Real-time dashboard reporting
Compare performance across publishers and platforms in real time with our interactive dashboard so you can understand the effectiveness of your desired targeting.

Measure and optimise digital campaigns in real time and across devices with Audience Validation.

Dashboard Features

- Rich, real-time reporting
- Export charts and data into Excel
- Audience reporting and filters available for publisher level, frequency of ad exposure, device type, and demographic attributes
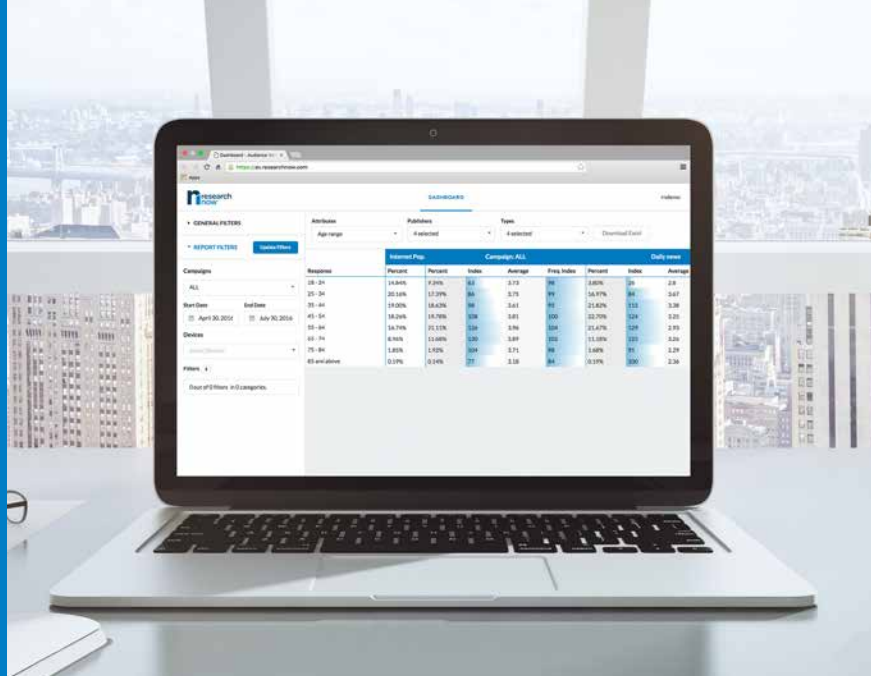
Why Research Now?

As the established global expert in market research data and services, Research Now optimises your market research and decision-making to drive business results. Our panel and audience data spans many B2B and consumer audiences, allowing you to measure the performance of your media plans against highly-targeted and defined audiences. Audience Validation provides the capability to track every campaign impression among exposed users and gives you access to your deeply-profiled targets by publisher, enabling you to measure and optimise campaigns in real time.

This solution is part of Research Now's full Advertising Measurement and Effectiveness offering, enabling you to reach targeted audiences and understand the true impact of your advertising campaigns in order to make more relevant marketing decisions and achieve better results by optimising your investments.

Selected Audience Validation Profiles

Research Now maintains an average of 450+ profile attributes per panellist collected across our consumer and B2B audiences, including:

Consumer

Basic Demographics
- Gender
- Age
- Marital Status
- Language
- Number in Household
- Children
- Education
- Household Income
- Employment Status
- Own or Rent
- City
- Region
- County
- Country

Automotive
- Vehicles in Household
- Type of Vehicle
- Primary Make, Model, Year
- Secondary Make, Model, Year
- DIY Maintenance
- Intent to Buy

Home Features / Improvements
- Home Improvement/ Upkeep / Repair
- Role in Decision Making
- Lawn Equipment Used

Utilities
- Service Provider
- Role in Decision

Travel for Leisure
- Travel Websites Used
- Car Rentals
- Airlines
- Hotels

Interests / Hobbies
- General
- Health / Fitness / Wellness
- Hobbies / Leisure
- Outdoor Activities
- Sports Activities

Electronics / Gadgets
- Electronic Devices Owned (32 types)
- Desktop & Notebook Computer (19 brands)
- Printer (14 brands)
- Tablet or e-Reader (49 brands)
- Online Activities
- Internet (30 Providers)
- Video Game Accessories
- Video Game System (13 brands)

Mobile Phone
- Mobile Phone Use
- Type of Mobile Phone
- Mobile Only Phone User
- Operating Systems
- Network Providers (16 providers)
- Average Monthly Billing
- Contract Type
- Plan Type
- Role in Decision
- Phone Brand (22 brands)

Tobacco Products
- Products Used
- Cigarettes by Brand (37 brands)
- Smoking Habits & History
- Smoking Cessation or Alternatives Used

Department Stores
- Shopping Frequency
- Items Purchased

Dining Out
- Frequency
- Amount Spent Per Person
- Type of Restaurant
- Considerations

Insurance
- Auto Insurance Provider (152 providers)
- Home Insurance Provider (152 providers)
- Health Insurance Provider (66 providers)
- Health Insurance Coverage

Consumer Banking
- Interest
- Financial Advice (11 services)
- Online Trading Accounts
- Financial Advisor
- Investment Account Types (13 types)
- Investment Account Firm
- Primary Brokerage Firm
- Type of Current Account
- Total Investable Assets
- Type of Investment
- Financial Products
- Credit Cards
- Financial Institutions (134 banks)

Groceries
- Primary Shopper
- Stores Shopped (56 stores)
- Amount Spent Per Week

Beer, Wine, Liquor
- Beverage Consumption
- Beer Consumption
- Domestic / Import / Craft Beer Brands (76 brands)
- Wine Purchases
- Spirt Type & Brands

Entertainment
- Television
- Books
- Movies
- Music
- Magazine Readership (40 genres, 270 titles)
- Radio Stations (39 markets)

General Household
- Pets or Animals
- Recreational Vehicles

Ailments and Health Conditions
- Allergy / Asthma / Respiratory
- Arthritis / Joint Ailments
- Autoimmune / Blood
- Cancer
- Cardiovascular / Heart
- Diabetes / Thyroid / Obesity
- Gastric / Digestive / Urinary
- Male / Female Health
- Mental Health
- Neurologic / Nervous
- Pain
- Skin / Dermatologic
- Sleep Disorders
- Vision / Hearing Impairments

Business

Basic Attributes
- Business Type
- Industry Segment
- Annual Revenue
- Number of Employees at All Locations
- Number of Employees at Local Location

Business Professional
- Title
- Occupation
- Functional Role
- Purchase Decision Makers
- Primary Role
- Human Resources Role

Expanded Business Variables by Industry
- Business Services
- Computer Hardware
- Computer Software
- Consulting
- Consumer Products
- Consumer Services
- Entertainment / Sports
- Energy & Utilities / Oil & Gas
- Food / Beverages / Restaurant
- Media / Publishing
- Non-Profit
- Retail
- Telecommunications
- Equipment
- Travel / Hospitality / Leisure

Legal Services
- Legal Occupation
- Legal Role

Real Estate
- Type of Business
- Primary Real Estate Role

Banking / Financial Services / Insurance
- Type of Business
- Primary Role

Transport & Logistics
- Type of Business
- Professional Driver Work Type

Education
- Educator Role
- Educator – Education Level Type
- Educator – Educational Institute

Government / Military
- Law Enforcement / Emergency Service Types
- Military Branch of Part-Time Service
- Military Branch Served
- National Guard Service Branch
- Military Service Status
- Government Level of Employment

Business Owner
- Type of Business Owned / Operated
- Type of Personal Service

Healthcare
- Healthcare / Medical Professionals
- Nursing
- Physician Primary Specialty

ITDM / IT Roles
- Type of IT Professional
- Developer Roles
- Primary IT Functions/Responsibility
- Roles in Various IT Areas Including:
  - PCs, Tablets, or Client Devices
  - Mobile Technology/Applications
  - Servers
  - Data Center
  - Cloud Computing
  - Network/Data Technology
  - Voice Technology
  - Business Applications & Process
  - Software
  - Business Intelligence, Big Data,
  - Analytics
  - Virtualisation Software
  - Unified Communications

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