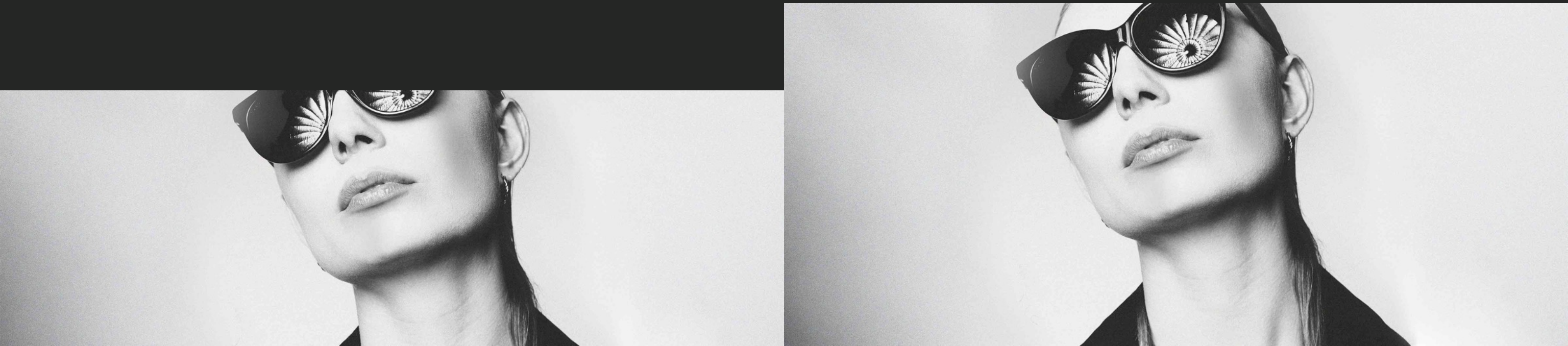


Zeitgeist Research

# Ad Effectiveness Testing

Case Study

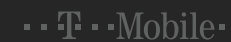
ZEIT GEIST  
RESEARCH



## B2C and B2B

We don't like to brag... but you should know that the **most trusted brands** in the industry have chosen us.

About 60% of our business is B2C and 40% B2B.



01

# THE PROJECT

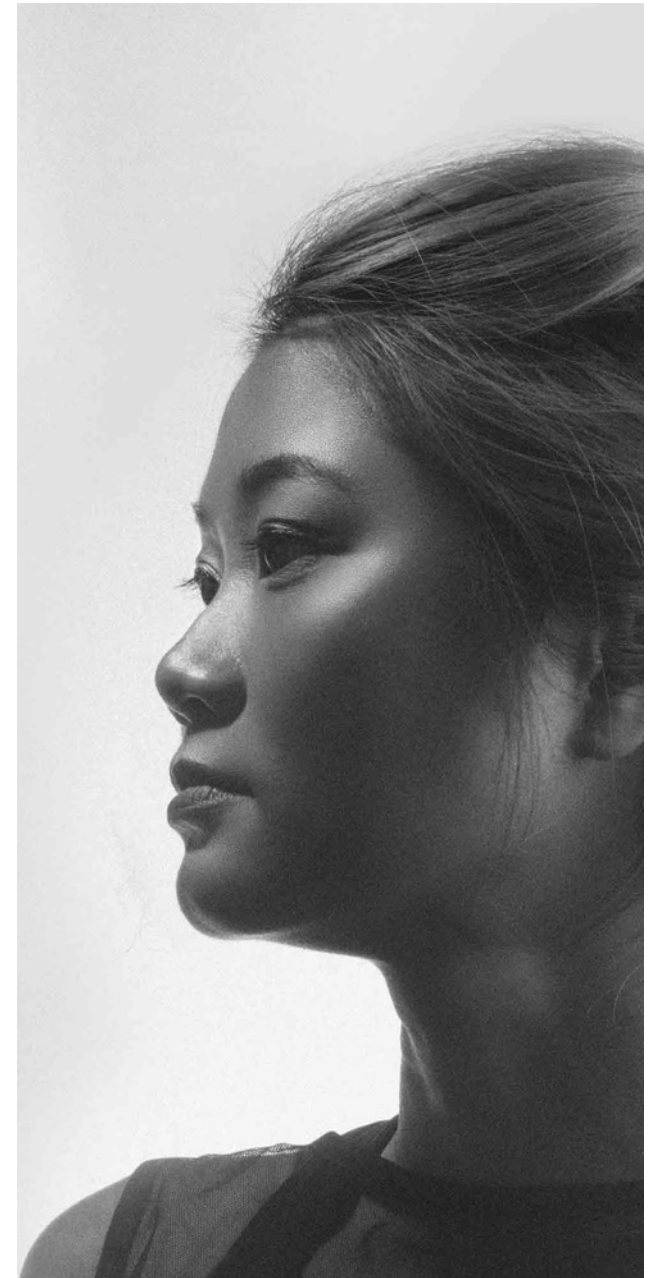
## Our Client + Key Challenge

### Fintech Brand

Our client is a mature FinTech startup that uses AI rather than credit history to approve uncollateralized loans to young customers without the long credit history most financial institutions require.

### Key Challenge

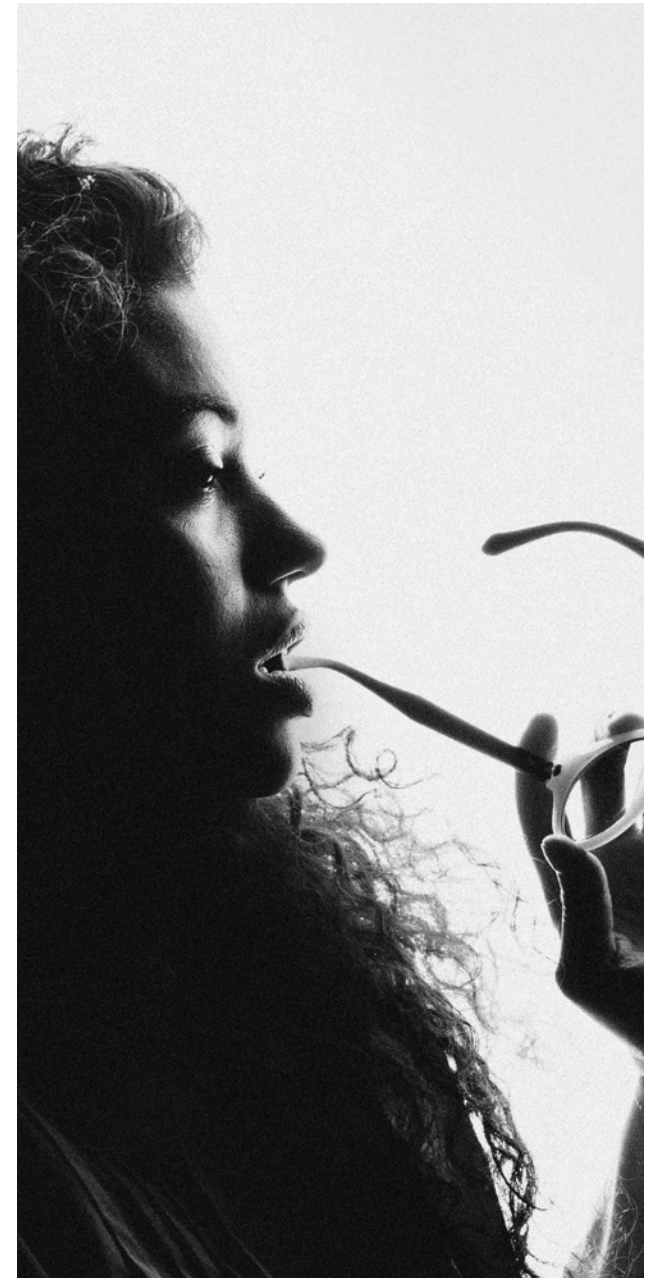
The brand recently hired their first executive, a CMO who was keen on generating brand awareness through an advertising campaign in addition to the grassroots efforts the brand was currently using. While the CEO-founder was excited at the potential, he wanted proof that diverting dollars from other areas would pay off. The CMO came to Zeitgeist Research for help, needing a cost-effective way to show the impact that advertising could have on their brand.



# Approach

## Basic Ad Effectiveness

Working with a startup-sized budget, the CMO could not afford an expensive, custom research plan. Instead, we implemented our Basic Ad Effectiveness online survey in pre-and post-campaign waves. Our Basic solution uses a standardized survey instrument to assess effectiveness on a set of key metrics. Being a young and fast-moving brand, a quick read is all that was needed to determine if the campaign was adding value.

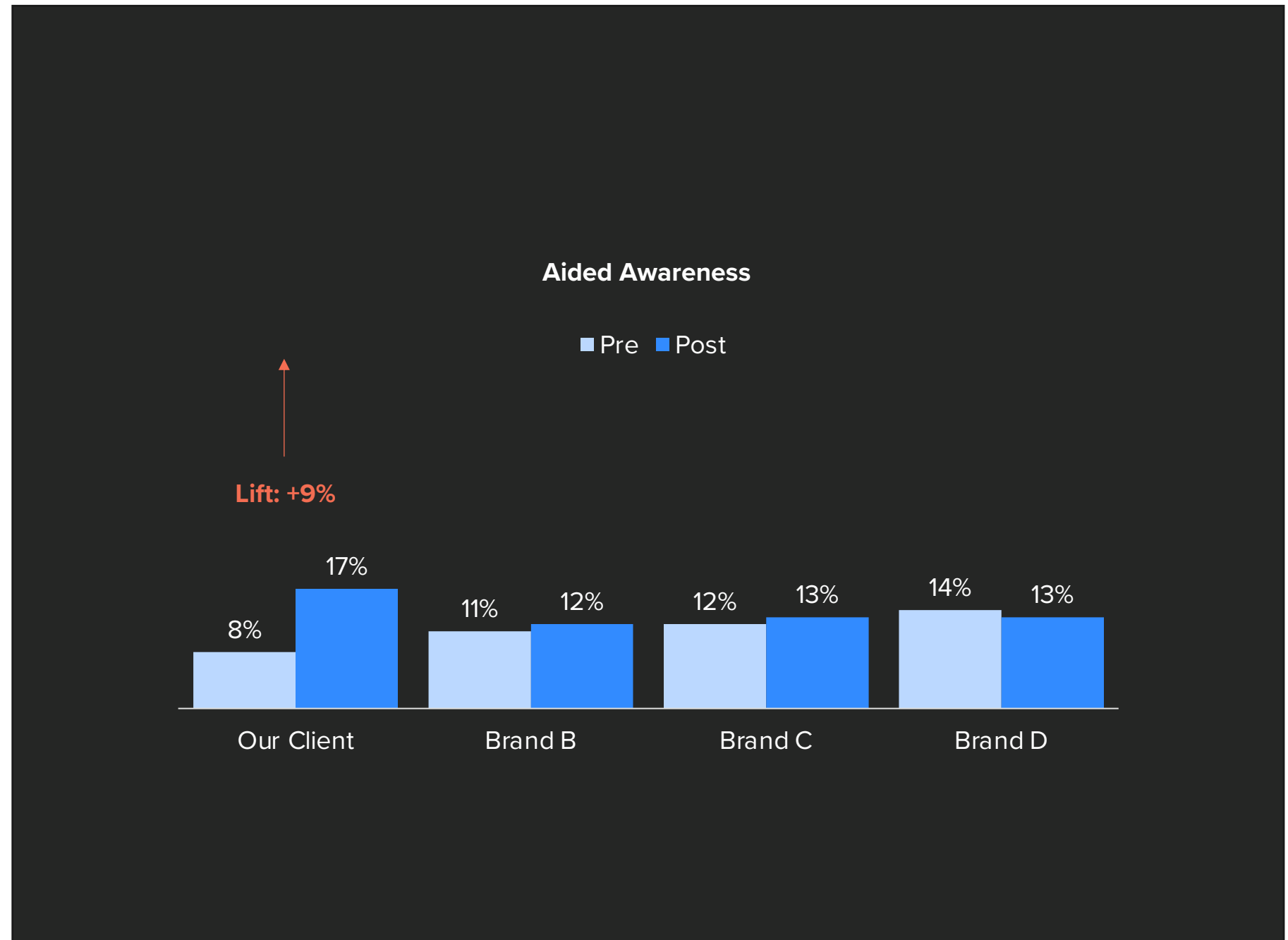




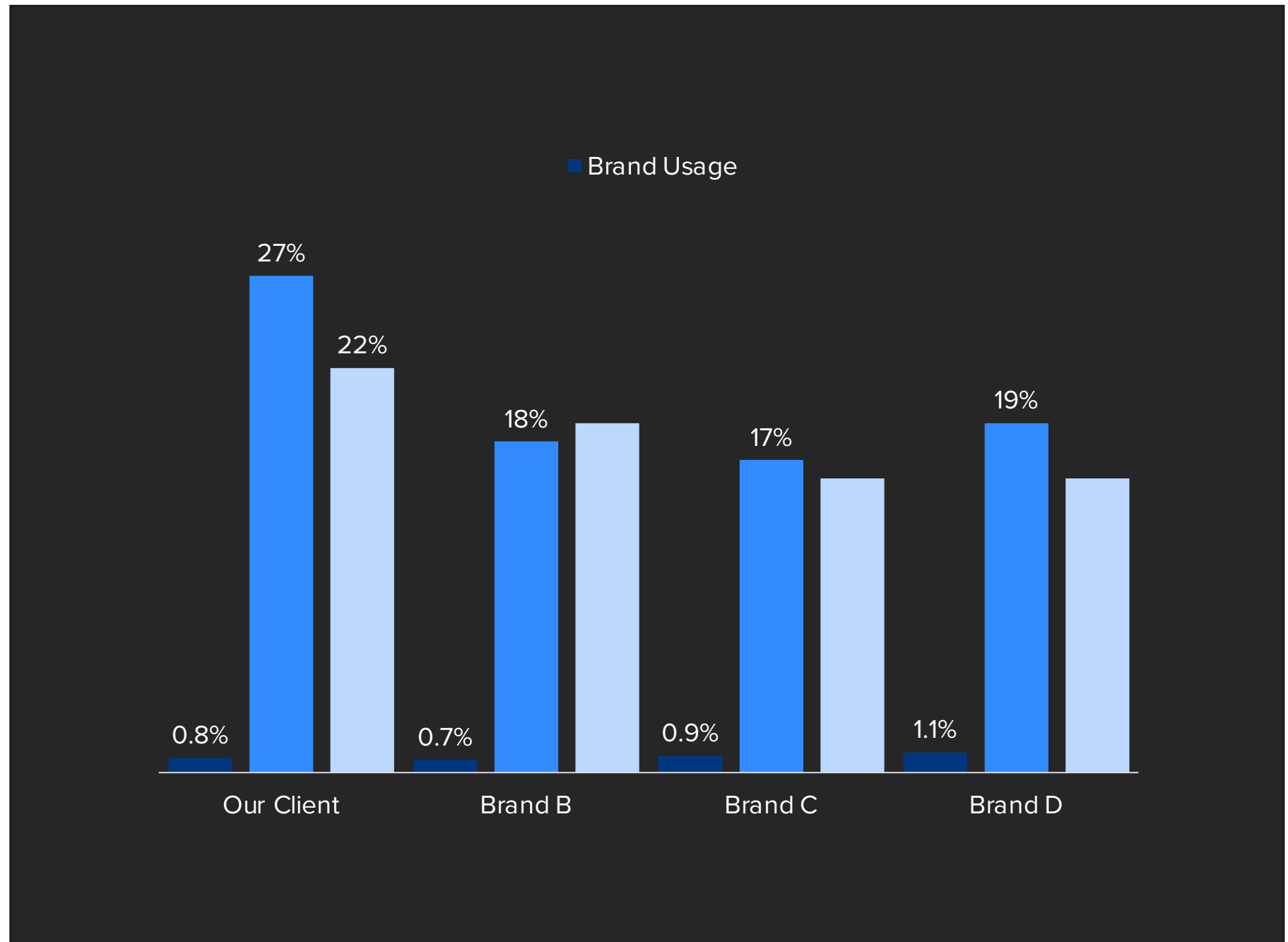
# Our Findings



**Our client saw a 9% lift  
in Aided Awareness  
after the campaign.**



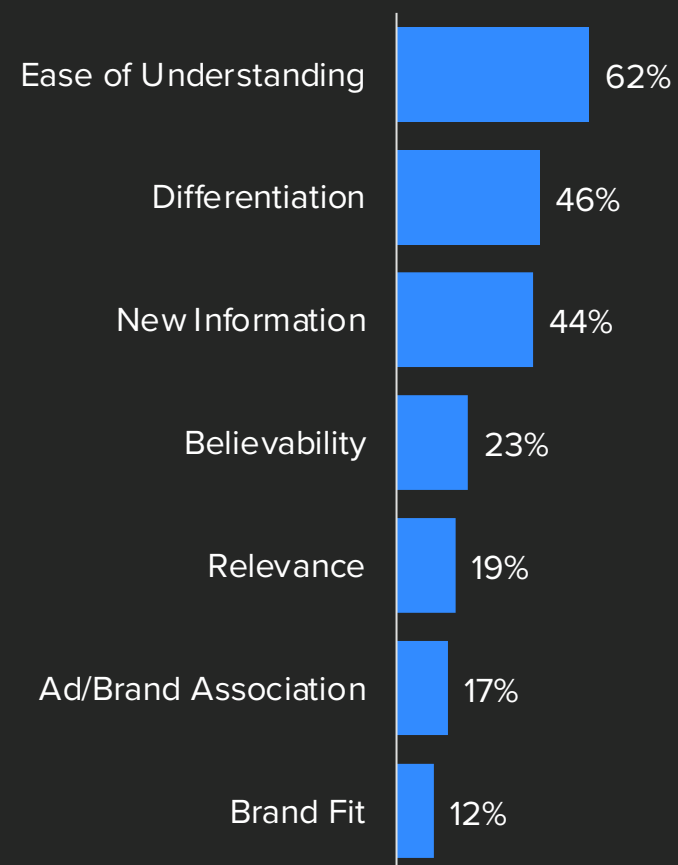
While usage is low across the board in this new category, respondents were more likely to consider and potentially use our client's brand for future loans.





## Ad Evaluation

After viewing the ad, respondents found it highly differentiated and easy to understand, and believed it provides new information. Lower scores on Brand Association and Brand fit are expected given the startup's low brand awareness.



“

I didn't know you could get a loan online.

This is good, because I don't have a credit history.

It's cool that they use AI to figure out how much you can borrow.

I would have totally used this instead of a credit card for my spring break trip.

I like how they explain the loan process, it makes a lot of sense the way they provide loans.

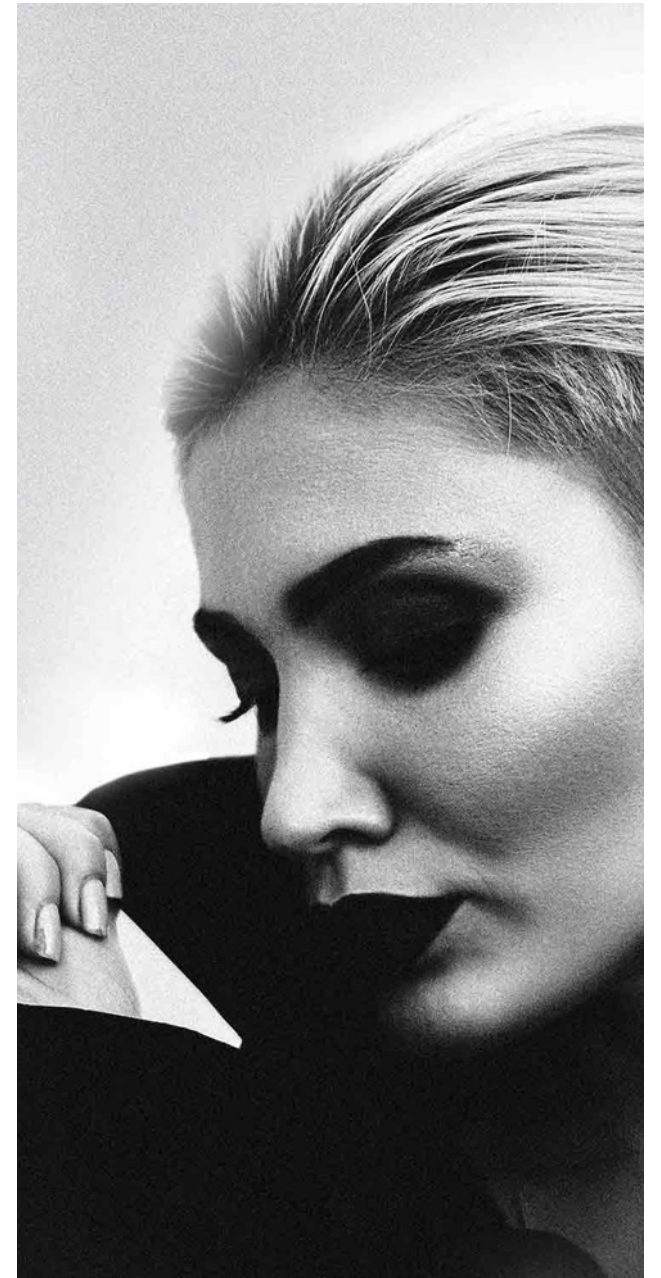
# Our Recommendation



## Our Recommendation

### Full Speed Ahead (and keep testing)

Our research found our client's brand was performing well on key brand metrics relative to their competition and that their ad was telling a compelling story to their target audience. We recommended that they move forward with their campaign as they continue to drive brand awareness and consideration. We also recommended that we continue to test ad effectiveness following each subsequent wave of ads so that we can measure the impact of their ads as their message continues to evolve and they reach new audiences.



02

# ZEITGEIST RESEARCH

# WHO WE ARE.

## The Company

Zeitgeist Research is a virtual, boutique, full-service research company working with Fortune 500 companies, ad agencies, and start ups.

Zeitgeist Research works with clients from a wide range of backgrounds, about half of all projects are B2B and half are B2C.

## The Founder

The company was founded in 2012 by Dr. Manfred Bluemel, Ph.D., who was head of consumer insights at [Amazon](#) for eight years where He was inspired by Jeff Bezos' philosophy of customer obsession. And it shows: Zeitgeist's current NPS is 92!

## The Z-Team

Other Z-Leaders are Dr. Bill Sallas, Ph.D., our behavioral psychologist leading the qualitative team and Kelley Raleigh, former Director of Insights at Samsung, Dannon, and PepsiCo and head of the quantitative research team at Zeitgeist.

# WHY WORK WITH US?

## Experience

All your research projects are managed by senior research professionals who each have **10+ years** of experience.

As a result, our reports are strategic and tell a story.

## Quality

Our customer obsession and relentless feedback loop as well as our strategic reports have earned us an **NPS of 92**, reflecting the quality and service level we deliver.

## Fast

If you need results in days, not weeks, our Basic or Accelerated research solutions are your answer.

Fully customizable Bespoke projects can be turned around in three weeks.

## Innovative

We provide several advanced methodologies, from advanced analytics to neuro-science, for you to choose from that fit your budget.

## Variety of Research Solutions

Our full-service Research Solutions offer products and approaches at every price level and sophistication.

## Affordable

We deliver high-quality research at a fraction of the price with full cost transparency.

There are no games at Zeitgeist Research. Our detailed line-by-line item pricing, allows you to scale the project up or down to fit your budget.



# TYPE OF RE- SEARCH

## Advertising

- Ad Concept Testing
- Ad Creative/Copy Testing
- Ad Effectiveness
- Message Testing

## Brand

- Awareness, Attitudes, and Usage (AA&U)
- Brand Tracking
- Positioning
- Personas
- Segmentation
- Value Proposition

## Acquisition and Retention

- Customer Satisfaction
- Decision Journey/Path-to-Purchase
- Logo Testing
- Name Testing
- Packaging
- Product Concept
- Target Market Sizing and Definition
- Win/Loss Analysis

## Employee Surveys

- Employee Satisfaction
- Discrimination Assessment

# METHO- DOLOGY

## Qualitative

- Focus Groups
- In-Depth Interviews (IDIs)
- Online Bulletin Boards
- Shop-Alongs
- Intercepts
- Ethnography
- Eye Tracking

## Qual. Neuro-response

- Facial Coding

## Quantitative

- Online Surveys
- Phone Surveys

## Advanced Analytics

- NLP Sentiment Analysis
- Key Driver Analysis/Regressions
- MaxDiff
- TURF
- Conjoint, etc.

## Quant. Neuro-response

- Intuitive Associations



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Thanks for taking the time to learn more about Zeitgeist Research.

# Stop Guessing. Contact Us.

[info@zeitgeistresearch.com](mailto:info@zeitgeistresearch.com)