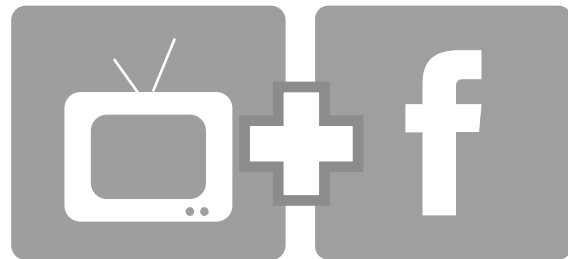




Pre and Post Video Measurement Case Study

The Need

A major cable network contacted LoudDoor because they were interested in using Facebook to measure the impact of a commercial for a reality TV show's upcoming season. Their goal was to measure awareness and likelihood to watch the show among the show's target demographic.



The Research

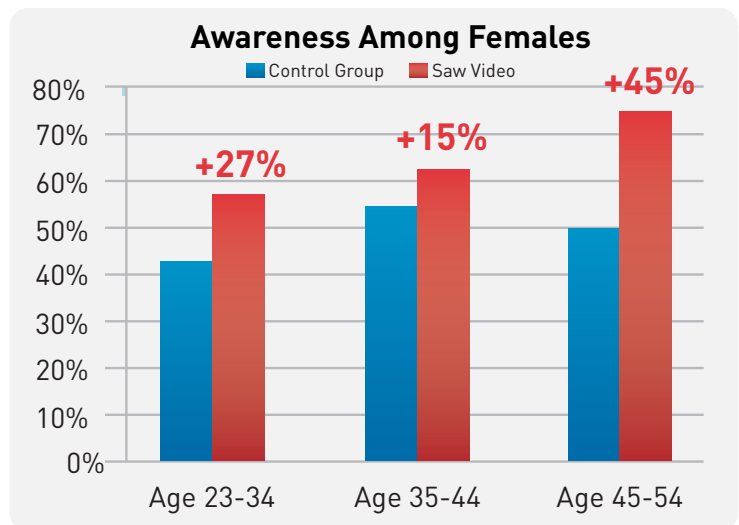
LoudDoor surveyed Facebook users of the target demographic to get a pre-read on the awareness of the show, knowledge of the airtime, and likelihood to watch among this segment.

After the cable network's agency bought media to show the commercial with the preview of the reality TV show's upcoming season, LoudDoor then conducted a post-read on the target demographic.

The Result

LoudDoor research proved the commercial significantly improved awareness and likelihood to watch. Results showed a 16% increase in awareness of the program and a 6% increase in awareness of the show's airtime among those who saw the video clip.

In addition, 42% of respondents who saw the video clip reported they are very or somewhat likely to watch the show, a 12% increase over the control group.



Get Leads for Your Brand

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