



MARKETINGSTAT
ANALYSIS. THEN DECISION

Is Your Advertising Memorable?

Which elements of your copy attract the reader's attention? Find out online with **CopyTest Analyst**, the new tool from MarketingStat. It's fast and inexpensive, and it's for marketing professionals.

Test the effectiveness of your advertising.

Advertising is expensive and you want to get the most bang for your buck. With **CopyTest Analyst** you can accurately measure which elements of an advertisement attract the reader's attention and which elements are more memorable.

Print advertisements, story boards, brochures, postcards, sales-aid material, and every other visual element that delivers your message can now be tested online with **CopyTest Analyst**:

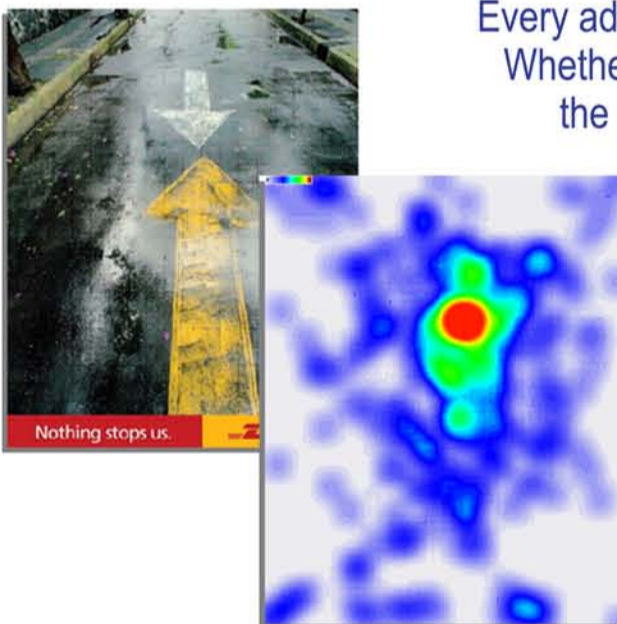
- quickly,
- professionally
- at a very reasonable price



Heatmaps: Are there hot spots in your ads?

Every advertisement should aim for a clear message, positive reaction, and deep memorization. Whether an advertisement attains that goal is another story. But now you can easily determine the effectiveness of your visual material long before it is shown to the target. This results in material that captures the attention of the reader, focusing on the visual and textual elements that *really add strategic value to the communication*.

CopyTest Analyst helps strategic decision-makers do a better job.



Try CopyTest online at:
www.MM4XL.com/copytest

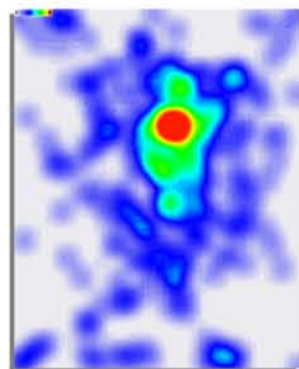
Don't spend money on an ad until you know how effective it is.
Try CopyTest Analyst.
It's fast, inexpensive, and to the point!

Why CopyTest?

When the advertising investment is large, relying solely on creativity, your own experience, and intuition is very risky. Advertisers and advertising professionals need to test how readers react to an advertisement in order to minimize the risk of releasing weak ads. CopyTest Analyst is the ideal online tool for quick pre-testing of communication material, at a very reasonable price, and with the outstanding level of flexibility and analytical depth that MarketingStat is known to offer.

How CopyTest Works

CopyTest combines a *Retention Test* with the *Attention Tracking* methodology developed by the California Institute of Technology, Pasadena, in order to deliver an unmatched graphical and analytical representation of the reader's reaction to an advertisement.



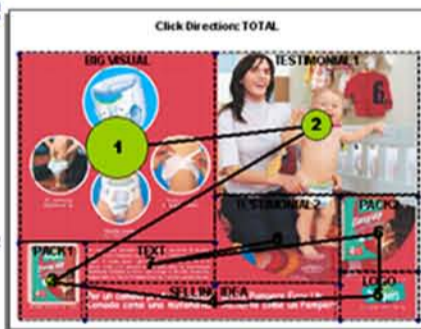
To test attention, an ad is shown online to a given number of people who are invited to click on the parts of the ad that attract their attention. The image is displayed for 6 to 8 seconds. Then it is hidden, and viewers are asked what they remember about the image they just saw. By combining viewer responses to the two sections, we can produce insightful evidence of how readers will react to the message, which is very useful information for marketers eager for results.

The test is easy for viewers to understand, is fast (less than two minutes to test two images), and is fun to do.

How To Use CopyTest

You supply good quality images and videos of the communication material to be tested, and you approve the online questionnaire. (Of course, any part of the questionnaire can be customized according to your requirements.)

CopyTest records the parts of the ad that attracted the reader's attention, and tests the reader's memory of the ad after 6 to 8 seconds of viewing. This combination makes CopyTest a very cost-effective tool because it does not require every test to work with a so-called representative sample of the target group of reference. This has a positive impact on the cost of the study because it cuts recruiting costs. CopyTest is the perfect tool for frequent copy testing aimed at optimizing investment in communication.

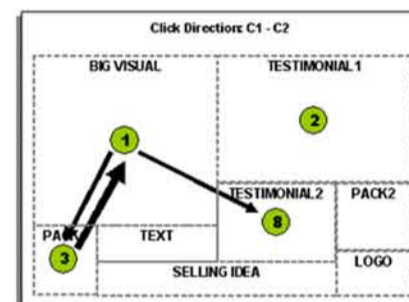


And at your request, MarketingStat can work with you throughout the entire study.

What You Get

CopyTest is a modular product. The core module provides analysis of attraction of attention, summarized with *Heatmaps*. Over 50 pages of detailed reports can then be produced, including:

- sophisticated cross tables
- charts and maps
- interpretation of your test, written by one of our professional analysts



Each part of the report can be purchased separately, in addition to the basic module.

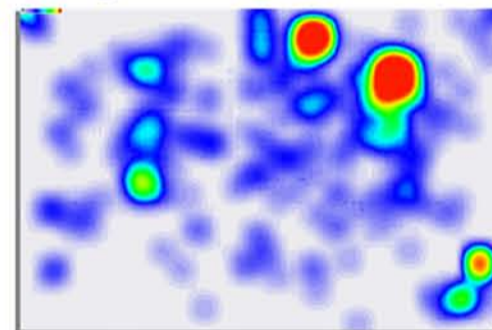
**Try CopyTest Analyst now.
You'll like it!**

www.MM4XL.com/copytest

All copy tests include:

- Limited or unlimited clicks per image
- Immediate heatmaps release
- Survey active until sample completion
- Demographics
- Overall acceptance of ads

And much more is available on demand.



When to Use CopyTest?

When it is important that the communication material attracts the attention of the reader, we encourage you to use CopyTest Analyst. Before you bet the whole budget, you can find out:

- which of two or more concepts generates the highest response
- which eye-scanning pattern is most frequent
- what parts of the ad favour higher memorization

And much more, with all information segmented by such things as demographics and acceptance.

**CopyTest Analyst.
Increase attraction, increase sales!**



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