

## Maximise ROI from your ads



With the growth in the number of advertising channels and consumers increasingly avoiding ads, it's harder than ever for ads to stand out and have the desired effect.

Knowing exactly how your ad will perform and how to improve it is essential before spending media budget for a good return on investment and future brand success.

Our Link suite of ad testing solutions evaluates all forms of advertising to help you optimise your creative to maximise return on investment. Using the latest neuroscience approaches, behavioural and survey data, Link helps you create strong creative and learn for the future - and with LinkNow and LinkExpress we can provide top-line results in as little as 6 hours.

### When you need to:

- Optimise your creative to maximise return on investment
- Predict the impact of advertising on your brand and sales
- Learn how to develop better advertising
- Understand how your ads can achieve short and long-term objectives

### Why Link?

- Extensively validated with proven links to sales and longer-term brand building
- Evaluates instinctive responses with facial coding and speed of response, which combined with survey and behavioural measures provides the most comprehensive understanding of ad success
- Advice and learnings from our experts with relevant benchmarks from our unrivalled global database
- Recognises the power of creativity and nurtures powerful creative to drive long-term success

### Creative development programmes

Link is part of our broader creative development suite that helps guide your creative development process - from identifying the insights on which to base your campaigns, to optimising the executions you invest in.

Underpinned by a strong understanding of how advertising and our brains work, our solutions answer your business questions at each stage of the process to help you create advertising that will grow great brands.

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### Get in touch

To find out more contact your Kantar representative or visit [www.kantar.com](http://www.kantar.com)

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# KANTAR

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients **understand people** and **inspire growth**.