

Track your digital advertising campaigns with us.

Benefit from two methods:

- Classic Cookie-Tracking
- Programmatic Insights

Over 80,000 participants with cookie approval (DSGVO 2018 compliant)



GAPFISH
Knowing what really matters.

To monitor the impact of digital campaigns, a series of structurally identical campaign tests and control groups are carried out. Our cookie panel offers the possibility to track digital campaigns (online, mobile) and supply insightful information on the number, duration and viewability (AdViewability) of the advertising contact and on the advertising format and advertiser.

Classic Cookie-Tracking

- Campaign is launched out neutrally on the net
- Panelist has contact with campaign when simply browsing the web
- Campaign is provided with unique tracking tag
- Panelist browser is identified by cookies
- Advertising contacts are measured and panelists specifically interviewed

Benefits:

- Simple integration into existing campaigns – tracking pixels can easily be added in Ad Tag
- Measurement of regular media usage under real conditions without laboratory environment

Programmatic Insights

- User logs into panel and is marked with cookie
- Target segment is synchronized with DSP
- Panelist browses the net
- Panelist is identified by cookies from the DSP
- Campaign is served only to panelists
- Advertising contacts are measured and panelists specifically interviewed

Benefits:

- Very efficient setup minimizes media costs and enables new study approaches
- Possibility to select and target a specific panel target group
- Possibility of measuring smaller campaigns
- Measurement of regular media usage under real conditions without laboratory environment

	Classic Pre-Test	Programmatic Insights Pre-Test	Classic Campaign Tracking	Programmatic Insights Campaign Tracking
Regular advertising contact	⊘	✓	✓	✓
Suitable for campaigns with small ranges	✓	✓	⊘	✓
Measurement of Ex-Post-KPIs	⊘	✓	✓	✓
Test of media-strategic scenarios	⊘	✓	(✓)*	✓

* Media-strategic scenarios can be mapped from random contacts, but a specific design is not possible.

Contact us, we will be happy to advise you (rfq@gapfish.com)!

GAPFISH
Knowing what really matters.

GapFish GmbH

Uhlandstr. 175
10719 Berlin

Telephone: +49 (0)30 809 52 06 0
E-Mail: rfq@gapfish.com

www.gapfish.com