



Why aytm vs. traditional ad testing tools

TEST ADS WHERE THEY ACTUALLY LIVE — IN THE FEED

What is Ad Testing Simulator?

Ad Testing Simulator is aytm's new question type that lets you place an image or video ad into a realistic, scrollable Instagram, Facebook, or TikTok feed — so you can see how people actually engage before you launch live media.

Key capabilities

- Interactive, timed feed simulation
- Control ad placement, format, and exposure time
- Measure real engagement signals (views, likes, comments, saves, avg, view duration)

The bottom line

Most tools tell you what people say about ads. aytm shows you how people behave when ads appear in a real feed.



SCHEDULE A DEMO

AYTM AD TESTING SIMULATOR

- ✓ Test ads in-context inside a simulated social feed
- ✓ Capture behavioral engagement (scrolling, views, view time, interactions)
- ✓ Control placement, timing, and format
- ✓ Real respondents in a realistic environment
- ✓ Fast, self-serve, no live media spend

TRADITIONAL AD TESTING TOOLS

- ✗ Ads shown as static images or standalone videos
- ✗ Rely primarily on stated opinions and diagnostics
- ✗ No control over realistic feed exposure
- ✗ AI-predicted or survey-only reactions
- ✗ Either costly live tests or abstract benchmarks

