



**IMPRESSION
DIAL**

Gauge the impact of your videos in real time

Know which parts of your video are hitting the mark without second-guessing the effectiveness of your ad.

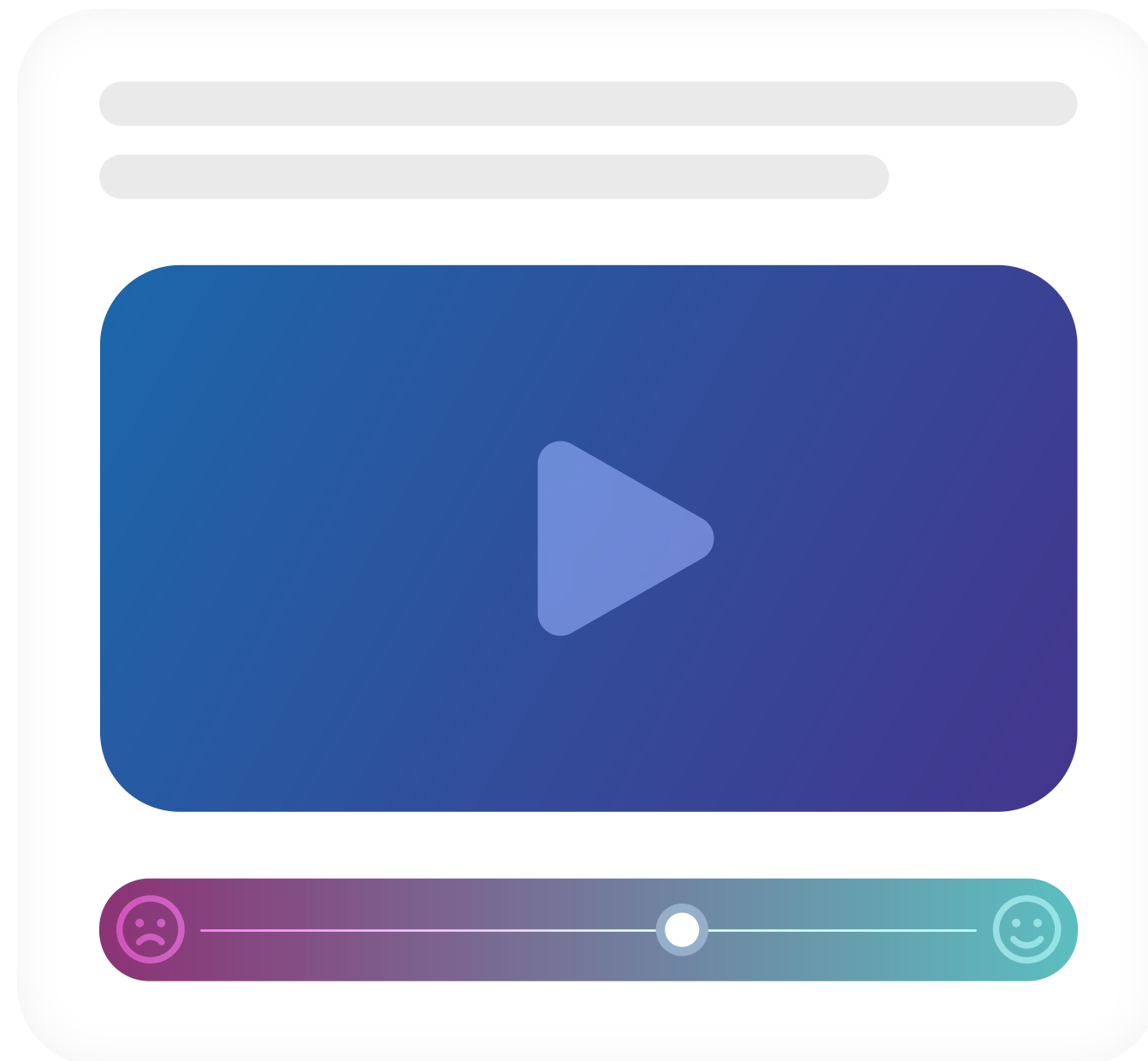
FOCUS IS EVERYTHING

Need to know if your ad communicates a persuasive message that gets the viewer's conscious attention? Want to understand how the consumer perceives your video in real time? Impression Dial is designed to track a range of respondent feelings throughout the viewing process in order to assure attentiveness and accuracy as you record how respondents react to your videos.



Visualize your results

Impression Dial results can be viewed in a windmap or timeslice, while the customizable mean line can be displayed as precise, segmented, or smooth. This empowers you to identify what parts of your video resonate most with respondents. View your results in easy to interpret output designed to visualize aggregate responses and show changes in behavior.



FROM DATA TO INSIGHTS

Brands know the importance of evoking emotion in ads, but Impression Dial allows you to pinpoint exactly what emotion is felt and the intensity on the scale you choose. So whether you show a commercial, movie trailer, or social media ad, our stats page gives you all the insights you need to move forward.

BUILT FOR CONFIDENCE

By adding Impression Dial to your survey, you'll be able to:



Gain confidence in your intended ad performance



Organize and iterate quickly through ad variations



Choose any impression metric you want to measure



Measure thoughts and feelings precisely in real time



Aggregate or segment respondents by reaction

MAKE LASTING IMPRESSIONS

Impression Dial is a powerful and cost-effective tool that enables you to better understand how your target market feels about your video ads. It allows you to gain immediate feedback from your audience and discover the most impactful parts of your video ad without the additional cost and time spent on focus groups or IDIs.

The aytm difference

We're built for agile teams. Our consumer insights platform helps you accelerate your research lifecycle, connect with customers, iterate quickly, and get from idea to market faster.

Our intuitive drag and drop programming, access to over 100 million panelists, and reliable insights powered by flexible automation allow you to quickly optimize your products, positioning, and concepts with actionable data backed by best practices from expert researchers and statisticians.

And with all your research tools in one place, you get more work done, in less time, for less money—all without skimping on the quality or complexity of sophisticated research.

Give it a try



Ready to capture the feeling of video viewers?

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