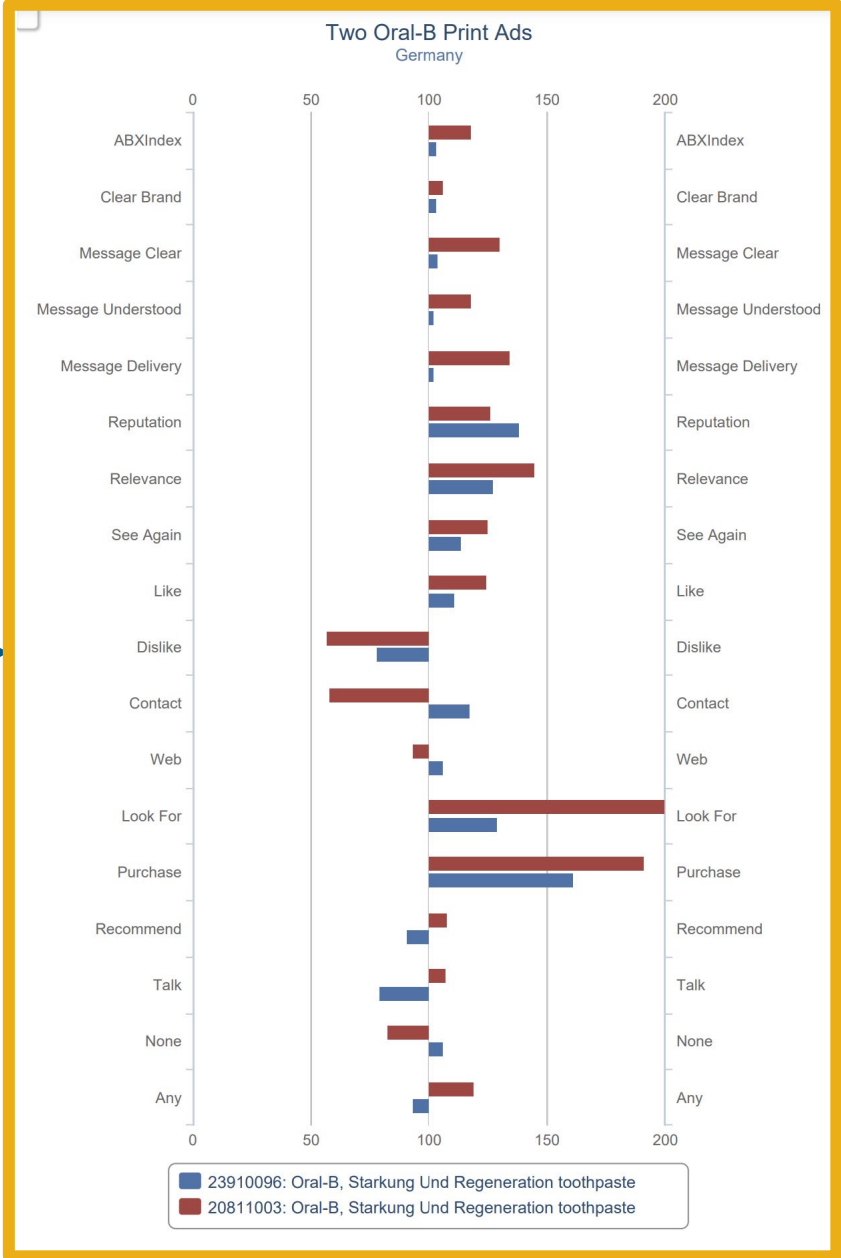# Sample Bespoke Reports for Dashboard and Pre-Tests

Drilling deeper: quickly compare KPIs

## yours, competitors, other ads, media types, channels...

Just one of ABX's many pre-formatted reports is the KPI comparison chart. Here, we compared print ads for Oral-B that ran in Germany.

Podcasts/Diversity: Brand level ratings for BRAND prior to content airing (pre-wave) vs. after content airing (post-wave)

Among Black/African American respondents, 'can be trusted' trended higher from Pre-wave to the two Juneteenth Episodes.

Black/African-American – Pre-wave and June Episodes only

Pre-wave

Post-wave - Podcast Episode 12
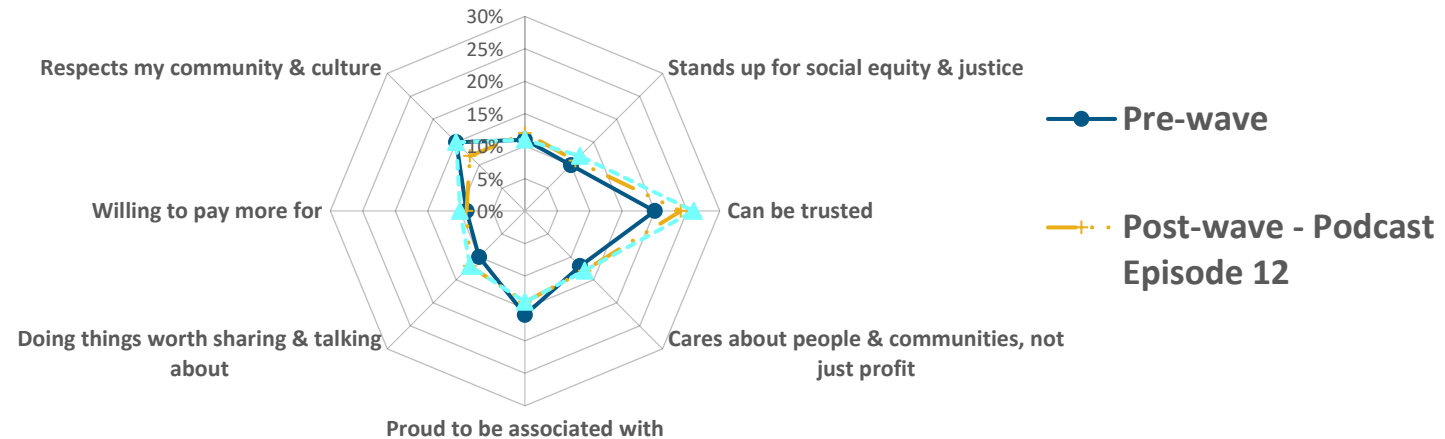
**Black/African-American – Detailed Results All BRAND Sponsored Weeks**

	Pre-wave (A)	Post-wave 1 (B)	Post-wave 2 (C)	Post-wave 7 (D)	Post-wave 8 (E)	Podcast Episode 1 (F)	Podcast Episode 2 (G)
I feel a connection to this brand	11% C	11% C	7%	11% C	12% C	12% C	11% C
Stands up for social equity and justice	10%	10%	9%	10%	11%	11%	12% C
Can be trusted	20%	24% A	23%	24% A	26% A	24% A	26% A
Cares about people and communities, not just profit	12%	10%	11%	13% B	13% B	13% B	13% B
I would be proud to be associated with	16% BC	12%	11%	14%	14%	14%	14%
Doing things that are worth sharing & talking about	10%	10%	10%	11%	13% ABC	12%	12%
I am willing to pay more for	9% C	9% C	6%	9% C	9% C	9% C	10% C
Respects my community and culture	15% BCD	11%	10%	11%	12%	12%	15% BCD

A/B/C/D/E/F/G = Significant differences noted by UPPERCASE letters at 95% confidence level.   Q. For each brand, please select the statements below that you think apply to the brand. You can select as many statement(s) as you like for each brand.

Importance of specific factors for diverse and inclusive companies

Custom Report
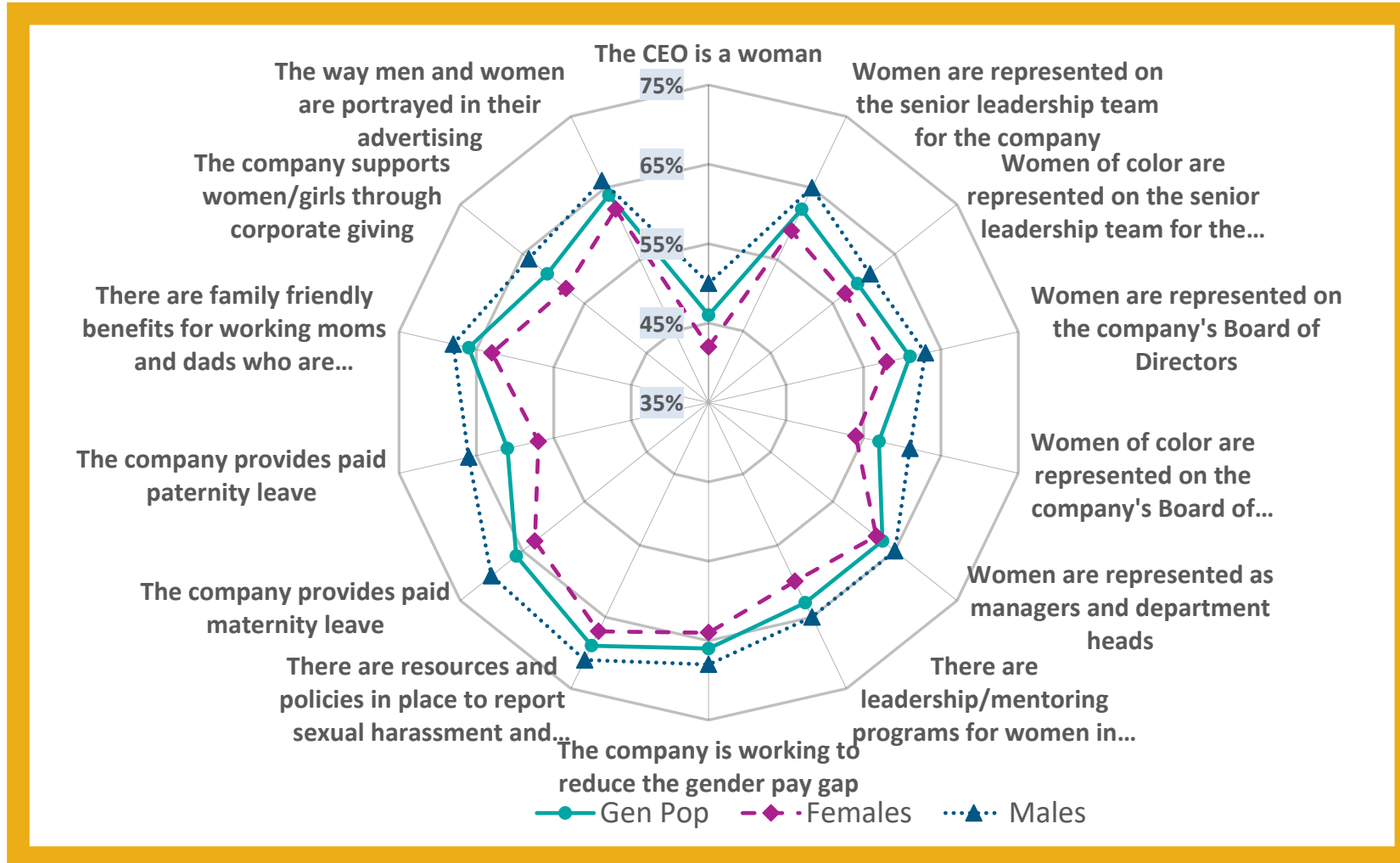
Persona segmentation

FSI segments

- Neither of the FSIs showed a distinct advantage over the other across all segments.

- For overall ABX Index, version 1 was favored by the Innovator segment and slightly favored by the Nester segment; while Version 2 was favored by the Minimizer segment.

- The two creatives were at parity for the overall ABX Index among the Creative and Juggler segments.

	Innovator Version 1 Headline: XYZ	Innovator Version 2 Headline: XYZ	Creative Version 1 Headline: XYZ	Creative Version 2 Headline: XYZ	Juggler Version 1 Headline: XYZ	Juggler Version 2 Headline: XYZ	Minimizer Version 1 Headline: XYZ	Minimizer Version 2 Headline: XYZ	Nester Version 1 Headline: XYZ	Nester Version 2 Headline: XYZ
ABX Index	140	125	142	138	105	107	85	99	92	81
Clear brand	102	93	100	97	94	97	90	101	101	104
Message:										
Delivery	133	108	123	123	112	108	78	92	94	87
Clear	132	112	124	120	106	106	81	100	94	85
Understood	119	101	116	115	115	107	91	98	96	90
Reputation	239	210	242	227	80	97	57	83	52	28
Relevant	152	140	151	150	120	123	92	97	99	86
Likeability:										
See again	165	141	169	161	141	126	77	95	81	54
Like	175	174	184	188	125	102	65	79	77	67
Dislike	0	17	13	29	94	26	148	98	134	134
Call-to-action:										
Any	162	160	188	187	132	129	104	117	93	61
Contact	334	317	348	396	134	74	27	163	13	13
Web	227	168	233	194	231	227	115	118	130	88
Look for	158	125	196	175	148	108	78	102	94	56
Purchase	204	193	190	192	98	107	66	58	53	21
Recommend	245	185	241	234	55	120	58	76	63	0
Talk	136	144	190	218	99	145	131	115	32	32
None	44	46	21	22	72	74	96	85	106	135

Sample Size: n per ad= Innovator ~70, Creative ~245, Juggler ~43, Minimizer ~61, Nester ~118.

TV viewership

Overall Frequency of Viewing by Program Type – by Religious Level

> ❯ **Consumers who self-assess as not at all religious not surprisingly view faith/religious shows at the lowest levels and are also near the bottom with regard to family programming.**
>
> ❯ **Top ranked show types are similar across various religious levels**

	Very Religious	Not at all Religious
News	1	1
Drama	2	2
Comedy	3	3
Action / Adventure	4	5
Crime	5	4
Sports	5	8
Suspense / Thriller	7	5
Mysteries	7	7
Family Programming	9	20
Game Show	9	15
Faith/Religious	9	24
History	12	11
Cooking & Baking	12	12
Documentary	14	8
Reality	14	15
Romance	14	17
Science fiction	17	10
Fantasy	18	14
Political	18	12
Talk	20	21
Educational	20	17
Biography	20	17
Fashion	23	22
Lifestyle (i.e., Famous, Royal, Wealthy)	23	22

Q1A. Please rate to what degree you felt the following emotions after viewing this ad, where 10 indicates a very intense emotion, and 1 indicates the absence of the emotion. [Randomize. "Indifferent" Anchored at the bottom] Average score	MILLENIALS												SENIORS															
	R12 FOR THE MEDIUM-SEGMENT TESTING	AD SCORES	MALE 18-34	FEMALE 18-34	Male <30K	Male $30K - $49K	Male $50K - $99K	Male $100K+	Female <30K	Female $30K - $49K	Female $50K - $99K	Female $100K+	R12 FOR THE MEDIUM-SEGMENT TESTING	AD SCORES	MALE 55+	FEMALE 55+	Male 55-64	Male 65+	Female 55-64	Female 65+	Male <30K	Male $30K - $49K	Male $50K - $99K	Male $100K+	Female <30K	Female $30K - $49K	Female $50K - $99K	Female $100K+
Sample Size	8422	932	452	480	79	65	128	164	143	86	139	85	8577	958	461	497	139	322	176	321	85	76	166	118	107	98	174	76
Joy	5.96	5.65	6.41	4.92	5.49	6.43	6.43	7.07	5.26	5.09	4.65	4.88	5.14	4.42	4.39	4.44	4.68	4.27	4.71	4.3	4.26	5.08	4.23	4.48	4.7	4.74	4.37	4.45
Trust	6.01	5.4	6.28	4.58	5.61	6.14	6.25	6.91	4.62	4.84	4.4	4.73	5.44	4.61	4.75	4.48	4.99	4.64	4.63	4.4	4.73	5.18	4.68	4.8	4.87	5.03	4.43	4.13
Fear	3.44	3.31	4.27	2.4	2.42	3.31	3.95	5.87	2.24	2.56	2.11	2.85	2.62	2.3	2.36	2.24	2.22	2.42	2.26	2.23	2.31	2.28	2.24	2.66	2.63	2.28	2.02	2.24
Surprise	5.4	5.47	6.21	4.78	5.39	6.05	6.06	7.04	4.84	4.95	4.5	5.08	4.91	4.63	4.58	4.68	4.88	4.46	4.69	4.67	4.44	5.05	4.55	4.64	4.88	4.9	4.78	4.42
Sadness	3.46	3.32	4.14	2.54	2.35	3.63	3.65	5.63	2.3	2.62	2.47	2.99	2.69	2.49	2.57	2.42	2.33	2.68	2.34	2.47	2.65	2.57	2.46	2.73	2.68	2.27	2.33	2.53
Disgust	3.48	3.47	4.16	2.83	2.56	3.72	3.78	5.52	2.58	2.57	3.01	3.07	2.8	3.05	3.05	3.06	2.93	3.1	3.03	3.07	2.91	3.01	2.99	3.25	3.12	2.71	2.89	3.37
Anger	3.41	3.41	4.18	2.67	2.63	3.58	3.78	5.53	2.45	2.73	2.68	2.85	2.65	2.68	2.72	2.64	2.58	2.79	2.66	2.63	2.52	2.93	2.6	2.9	2.75	2.54	2.43	2.83
Anticipation	5.3	4.95	5.79	4.16	4.65	5.71	5.72	6.65	4.02	4.4	3.95	4.62	4.82	4.12	4.17	4.07	4.65	3.96	4.11	4.05	3.94	4.67	3.97	4.45	4.35	4.39	4.02	3.83
Delighted	5.91	5.55	6.21	4.93	5.39	6.18	6.1	6.9	5.27	5.16	4.58	4.96	5.29	4.53	4.51	4.55	4.96	4.31	4.77	4.43	4.59	4.99	4.28	4.67	4.86	5.06	4.44	4.45
Inspired	5.81	5.08	5.93	4.28	4.76	5.89	6.09	6.66	4.34	4.41	4.01	4.68	5.18	4.31	4.37	4.25	4.76	4.2	4.44	4.15	4.48	4.8	4.17	4.47	4.22	4.97	4.3	3.86
Entertained	6.22	6.22	6.81	5.66	6.7	6.54	6.7	7.27	5.98	5.83	5.41	5.66	5.62	5.22	5.23	5.21	5.52	5.1	5.32	5.15	5.25	5.43	5.01	5.57	5.39	5.51	5.3	4.95
Suspicion	3.99	3.92	4.85	3.05	3.11	4.18	4.54	6.27	2.65	3.23	3.02	3.49	3.24	3.06	3.22	2.9	3.12	3.27	2.8	2.96	2.92	3.03	3.11	3.68	3.18	2.6	2.78	3
Indifferent	4.92	5.08	5.55	4.63	4.75	5.08	5.03	6.68	4.27	4.28	5.06	4.89	4.33	4.27	4.56	4.01	4.34	4.66	3.75	4.15	4.35	4.2	4.58	4.77	4.2	3.79	3.72	4.43

Podcast BRAND sponsored seeks - ABX scores for 18 BRAND ads inserted during show content

Black/African-American

- The Juneteenth **BRAND** 'Intro' and 'Interstitial' ads were strong performers among Black/African-Americans. While the 'Outro' ads were more average performers.

- The increased reputation to the **BRAND** along with the ads being likeable and calling respondents to some action were the drivers of the success enjoyed by both 'Intro' and 'Interstitial' ads.

- The 'Outro' ads in June were softer on Purchase scores, but 'Intro' and "Interstitial' were at average levels (which is a positive as spots are not 'product' focused).

⬭ Item of note among test ads

◯ Statistically significant above norm

Red font — Negative item of note among test ads

	Ep 1 BR Intro Ad	Ep 1 BR Interstitial Ad	Ep 1 BR Outro Ad	Ep 2 BR Intro Ad	Ep 2 BR Interstitial Ad	Ep 2 BR Outro Ad	Ep 7 BR Intro Ad	Ep 7 BR Interstitial Ad	Ep 7 BR Outro Ad	Ep 8 BR Intro Ad	Ep 8 BR Interstitial Ad	Ep 8 BR Outro Ad	June 14 BR Intro Ad	June 14 BR Interstitial Ad	June 14 BR Outro Ad	June 21 BR Intro Ad	June 21 BR Interstitial Ad	June 21 BR Outro Ad	ABX Radio Black/AA	ABX 90% CI
ABX Index	108	105	99	105	116	98	96	124	106	99	115	115	119	117	109	117	130	109	108	± 3
Clear brand	102	103	102	92	105	100	98	101	100	98	109	103	97	100	97	97	103	96	98	± 2
Message:																				
Delivery	101	105	90	93	114	96	89	110	98	93	113	97	114	111	104	108	124	99	105	± 3
Clear	102	108	87	96	113	94	92	113	95	93	109	96	113	113	104	110	122	100	107	± 3
Understood	100	108	102	94	111	104	112	103	102	95	113	110	110	111	104	108	122	100	101	± 3
Reputation	131	122	101	147	143	96	94	195	146	113	157	180	171	165	146	157	199	162	130	± 12
Relevant	108	104	90	103	114	83	100	121	94	90	109	113	132	120	106	123	137	105	110	± 5
Likeability:																				
Hear again	114	118	90	107	112	97	93	126	101	103	113	119	128	143	120	116	143	117	113	± 6
Like	128	108	103	120	134	112	97	137	105	100	125	135	147	152	110	125	152	122	114	± 7
Dislike	59	72	74	15	23	20	55	27	39	50	78	14	18	12	20	50	30	43	83	± 17
Call-to-action:																				
Any	117	96	104	124	123	96	106	146	106	102	105	125	137	131	118	146	149	119	122	± 5
Contact	109	83	94	158	211	107	117	183	157	60	40	107	158	187	120	162	155	112	154	± 30
Web	108	106	125	149	172	149	105	164	124	117	181	135	126	109	134	137	158	148	139	± 12
Look for	121	97	46	71	92	48	130	144	131	37	112	76	113	110	60	133	104	86	104	± 10
Purchase	65	99	60	72	70	55	40	66	55	91	56	86	118	111	49	103	109	92	107	± 11
Recommend	153	145	69	178	120	80	88	107	62	104	94	91	148	146	64	142	201	137	128	± 15
Talk	113	92	99	215	201	58	104	117	131	116	76	195	108	199	139	158	151	85	127	± 14
None	85	103	97	79	80	103	95	60	95	98	96	78	67	72	84	59	57	84	82	± 5

Custom Report: Ad Success by KPI's

Includes delayed cluster brand recall, reputation change, and perception statements.

| | | | | | | | | | | Break-thru Indicator | Additional Diagnostics | | | | | | Reputation Change | | |
										Delayed Clutter Brand Recall	Likability	Watchability (See Again)	Call to Action	Relevance	Understood		Perception 1	Perception 2
Gen Pop																		
Topline																		
Marketplace	Parent Brand	Brand	Ad Name	Media Channel	First Air Date	ABX ID	Length	N										
United States Online Norm									**N/A**	**38%**	**47%**	**46%**	**54%**	**72%**	**26%**		
United States	Parent	Brand 1	Title 1	Online	2022-10-10	22993625	300x250	150	25%	35%	41%	45%	41%	53%	18%	24%	30%
United States	Parent	Brand 1	Title 2	Online	2022-10-07	22993630	300x250	150	34%	34%	41%	47%	47%	65%	22%	27%	31%
United States	Parent	Brand 1	Title 3	Online	2022-10-11	23189278	300x250	150	39%	30%	41%	47%	47%	66%	23%	26%	33%
United States Television Norm									**23%**	**48%**	**57%**	**52%**	**59%**	**81%**	**33%**		
United States	Parent	Brand 2	Title 4	Television	2022-10-10	23140810	30	150	29%	50%	61%	61%	63%	75%	35%	17%	29%
United States	Parent	Brand 3	Title 5	Television	2022-10-11	23191145	30	150	46%	50%	59%	62%	58%	81%	35%	29%	37%
United States Online Video Norm									**23%**	**47%**	**56%**	**52%**	**58%**	**78%**	**33%**		
United States	Parent	Brand 4	Title 6	Online Video	2022-10-11	23189124	15	151	42%	50%	62%	61%	64%	83%	30%	24%	32%
United States	Parent	Brand 4	Title 7	Online Video	2022-10-11	23189125	15	151	38%	52%	57%	65%	70%	85%	35%	26%	39%
United States	Parent	Brand 4	Title 8	Online Video	2022-10-11	23189126	15	152	43%	56%	59%	66%	66%	86%	34%	32%	45%

Above Norm	At-par with Norm	Below Norm
Green highlight indicates above norm and red indicates below norm.		

Evaluation of :30 Spanish TV ad in U.S. & Mexico

- **Compared to ABX TV norms for U.S. Spanish-language ads, Client's ad was an average performer**

- **KPIs highlighted in green are above ABX Spanish-language TV norms and those highlighted in red are below ABX norms.**

- **Differences between Spanish-dominant and English-dominant Hispanics are small.**

		Above Norm	At-par with Norm	Below Norm

Green highlight indicates above norm and red indicates below norm.

		Language Spoken At Home			
	Total	Only Spanish/More Spanish than English	Both equally/More English than Spanish	Spanish Language TV Norm	Confidence Interval
N	202	57	124		
ABX Index	133	132	136	133	6
Clear Brand	102	98	106	102	4
Message Delivery	124	117	129	123	6
Clear Benefit	123	124	126	123	7
Easily Understood	114	107	118	116	6
Reputation	199	215	198	198	25
Relevant	142	135	147	143	10
See Again	154	151	161	153	12
Like	168	169	172	171	15
Dislike	32	19	26	25	34
Any Action	162	167	167	167	11
Contact	155	175	149	236	59
Web	202	195	214	164	24
Look For	135	153	132	154	21
Purchase	138	130	144	180	22
Recommend	181	237	160	190	29
Talk	208	203	228	179	27
No Action	42	37	37	39	10
Gender Index Female	109	102	116	112	6
Gender Index Male	114	110	118	113	6