

Ad Performance
Print vs Digital
August 2020



SIGNET
RESEARCH INC.

Does Format Affect Ad Performance?

Beginning in 2020, we began asking respondents of our AdStudy® surveys **how** they read the issue being measured: print or digital or both.

We evaluated data from print readers and digital readers separately to determine if the format of the issue had an affect on the performance of the ads.

On two key metrics, we have seen that **ads perform better when in a print environment.**

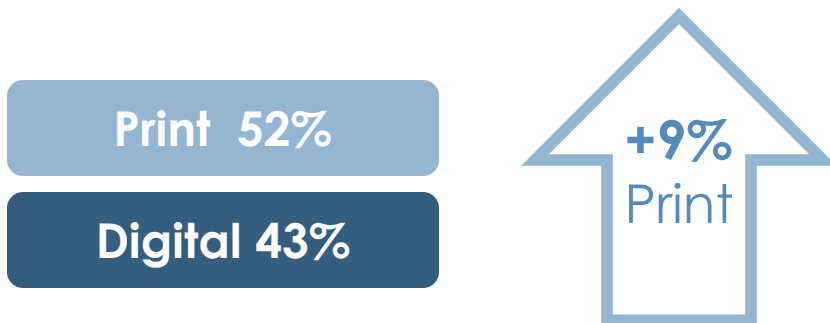
Those metrics are:

- ▶ Recall Seeing
- ▶ Recall Reading

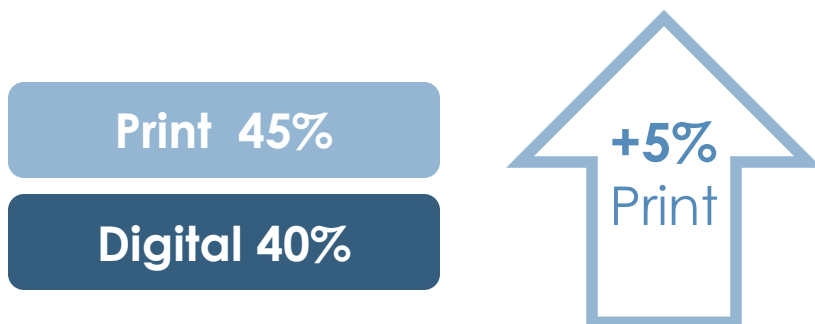
The following data is based on approximately 20,000 responses and 657 ads.

Robust Recall

Respondents that Recall Seeing measured ads:



Respondents that Recall Reading measured ads:



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