

# Fireside chat: How Ancestry uses real-time brand tracking to make fast business decisions

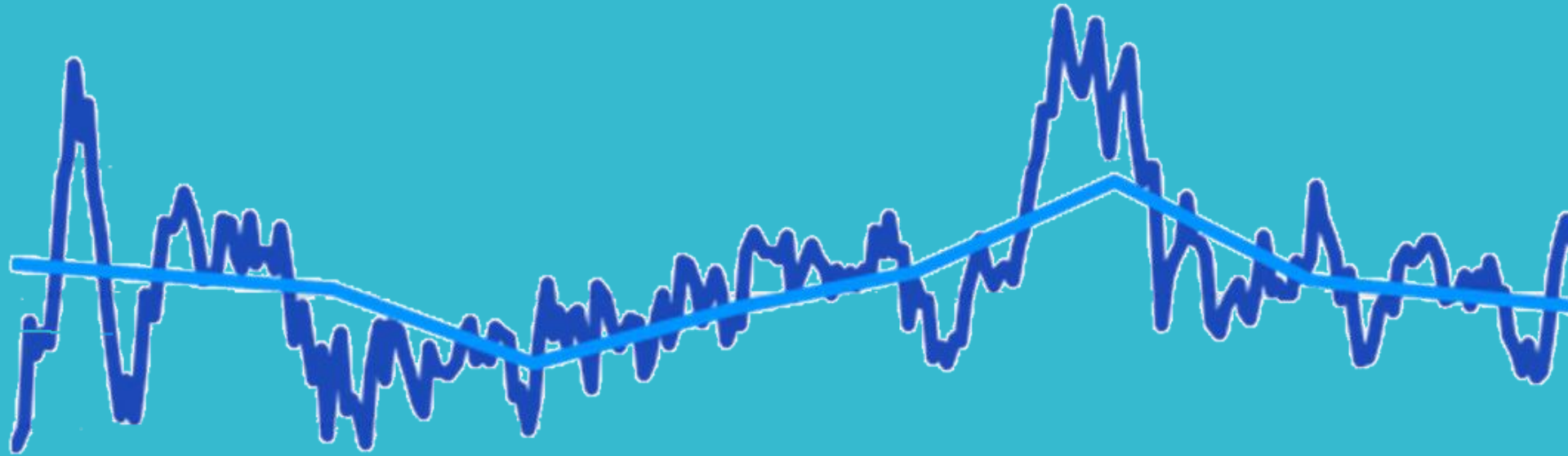


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# Unlock the power of daily data



# How the PROXIMITY platform works



**DESIGN**



**COLLECT**



**TRANSFORM**



**CURATE**



**EXPOSE**



**EMBED**

# Clear answers to your questions

● delineate

## Total Brand Communication Awareness (TBCA)

Did they see it?

● Ad Awareness ● TV Ad Awareness



## Campaign Message

Did they understand it?



Country

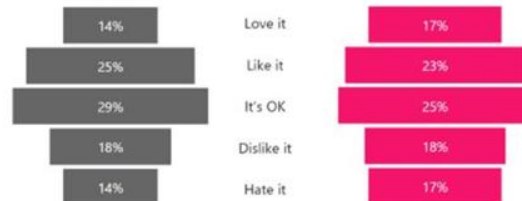
UK

Campaign

## Likeability

Did they like it?

UK



## Diagnostics

How did it resonate with our audience?

### Talkability

New News	34%	31%
Memorability	35%	34%

### Brand Effect

Persuasion	31%	30%
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### Brand Messaging

Relevance	36%	30%
Tired	34%	31%

### Experience

Comprehension	27%	22%
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Campaign Performance ■  
UK Benchmark ■



Questions?

Join us now on Stand 217  
(right outside this room)  
for a “Research Revolutionary” cocktail!

