

Big Data Shows Ad Quality is Key to Driving Sales Growth

There is a clear correlation between ad quality and sales growth: Using McDonald's data collected over a 6 year period, Ameritest shows that stronger advertising creative quality is linked to higher same-store sales growth. **Conversely,** periods with weaker ad quality have translated into lower growth (especially recently).

Your sales deserve better advertising. Let us show you how.

For more information contact:
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BIG DATA:

77 months of McDonald's Wall Street sales data; 441 McDonald's ads tested in the Ameritest pre-testing system; 1,500 competitive ads; 180,000 consumer interviews

NOTE: Not weighted by media spend.



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