
IAB ISSUES NEW GUIDELINES FOR ONLINE AD EFFECTIVENESS RESEARCH



Online ad effectiveness research which normally involves audience surveys often leads to messy results. To streamline this research, the methodological limitations and irresponsible study management must be checked and in this regard the Interactive Advertising Bureau has released some set of guides to conduct the online ad effectiveness research in the best possible ways. The details are available in ADWEEK. Read the full article here: [IAB to Effectiveness Researchers: You're Doing It Wrong](#)

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