

# CONTROLLED-EXPOSURE TECHNIQUE

Authored by  
**mohammad looti**

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## RECOMMENDED CITATION

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a technique of pretesting marketing efficacy utilized via presentation of ads to a sample audience in the setting of a media display or broadcast. Many types of the ad might be utilized and examined by tachistoscopes, galvanic skin response, concealed cameras, and more to pick up on physical responses and also by surveys of the possible customer reactions.

CONTROLLED-EXPOSURE TECHNIQUE: "Controlled-exposure techniques have been around for years and are still simply because they work."

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