

# How to measure brand lift



*People buy burgers, cars and  
everything in between, being influenced  
by advertising, but without clicking.*

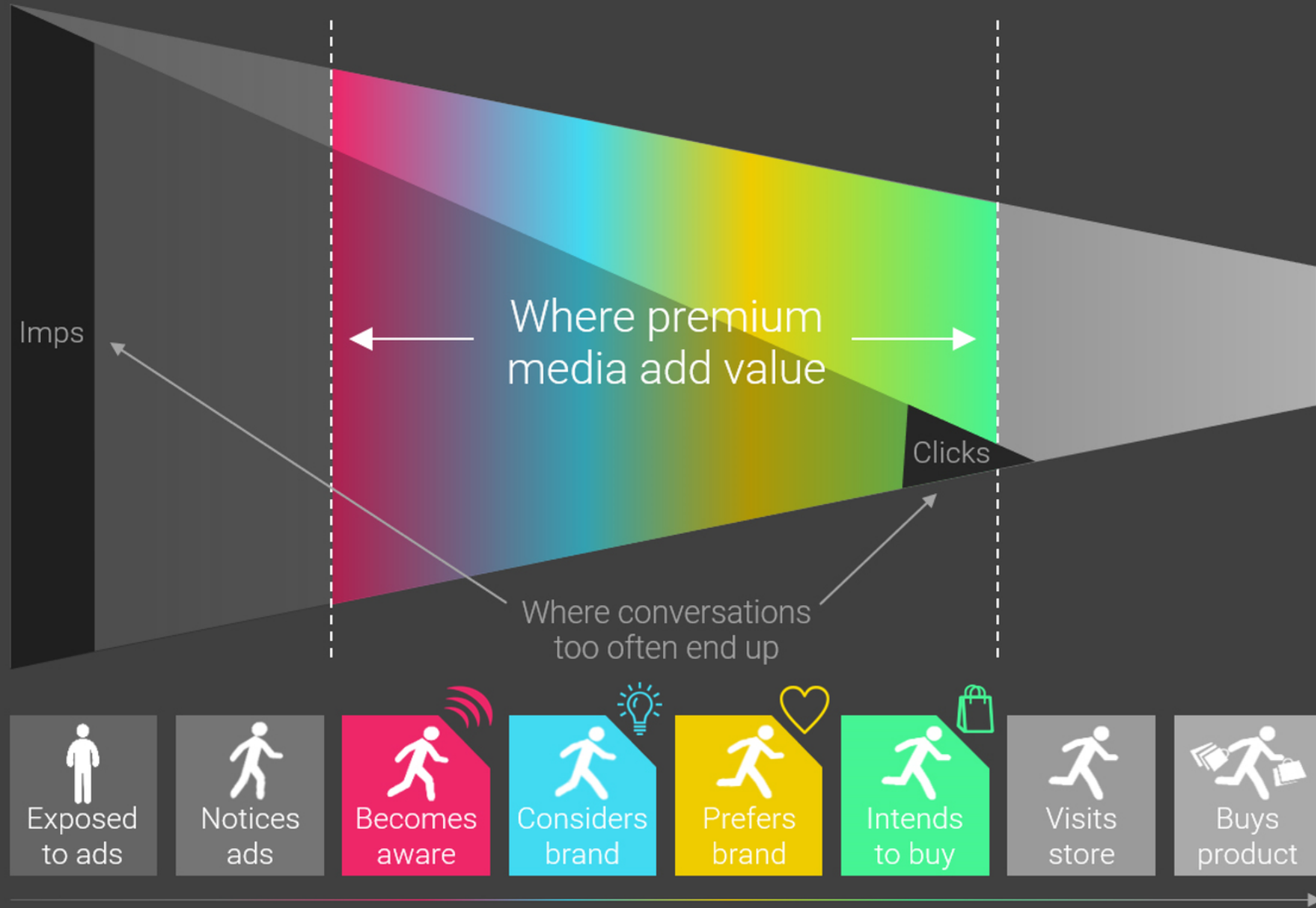
*It's called brand lift*

Successful  
marketing  
is a chain  
reaction





# The 3 brand metrics approach



The successful advertisement chain reaction



Brand lift is  
happening in  
the minds of  
the audience

Non-exposed



Exposed



# 5 good tips

**+ some fun facts**

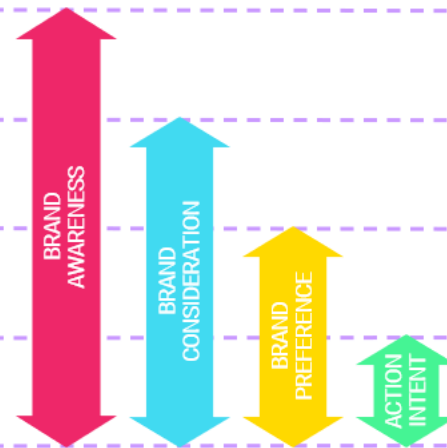


# 1 Don't overcomplicate



## What is your relationship to [advertiser brand]?

- ☐ Not familiar with
- ☐ Familiar, not interested
- ☐ A brand I would consider
- ☐ My most preferred brand
- ☐ I'm planning to buy a [brand]





## 2 Avoid basing conclusions on sample differences



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### Approaches

- ⇒ Pre-post data collection
- ⇒ Sample control
- ⇒ Regression with frequency of exposure
- ⇒ Regression with duration of consumption





### 3 It's a game of incrementality







## Brand lift

This represents the uplift delivered by the campaign across the 4 key brand metrics:

- awareness
- consideration
- preference
- action intent

The brand lift is expressed in the report as the number of percentage points above the original brand standing.

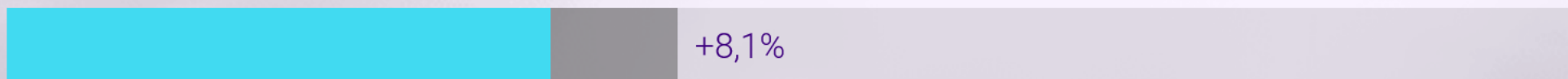
### AWARENESS



### CONSIDERATION



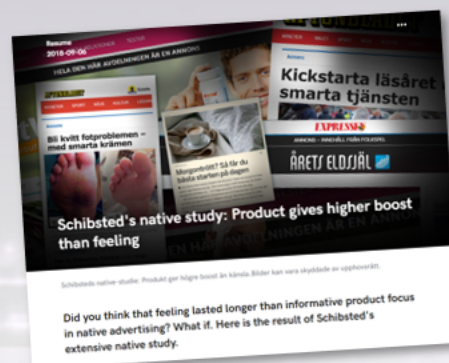
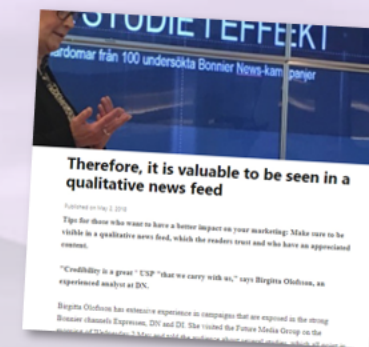
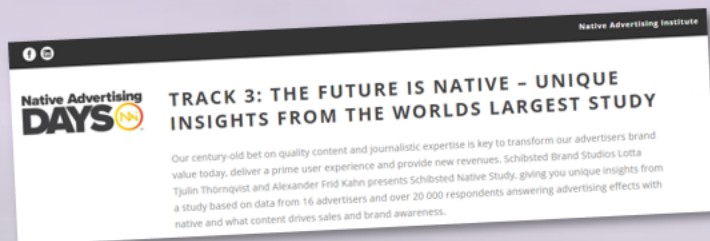
### PREFERENCE



### ACTION INTENT



# 4 Be a thought-leader



# Creating a study in campaign performance

## 1.



### INVITATION

Advertisers / agencies are invited to participate in a study around campaign efficiency

## 2.



### ENTRENCE FEE

The entrance fee is a fixed campaign investment, harmonised to be the same for each participating advertiser

## 3.



### MEASUREMENTS

Each campaign is measured using a standardized brand lift report methodology

## 4.



### SEMINAR

Participating advertisers and agencies are invited to an exclusive seminar around the findings, where they learn, meet each other as well as the publisher's reps

## 5.



### WORKSHOP

Each advertiser gets a workshop with their rep, where the specific report is compared to the general findings. The workshop concludes with future discussions

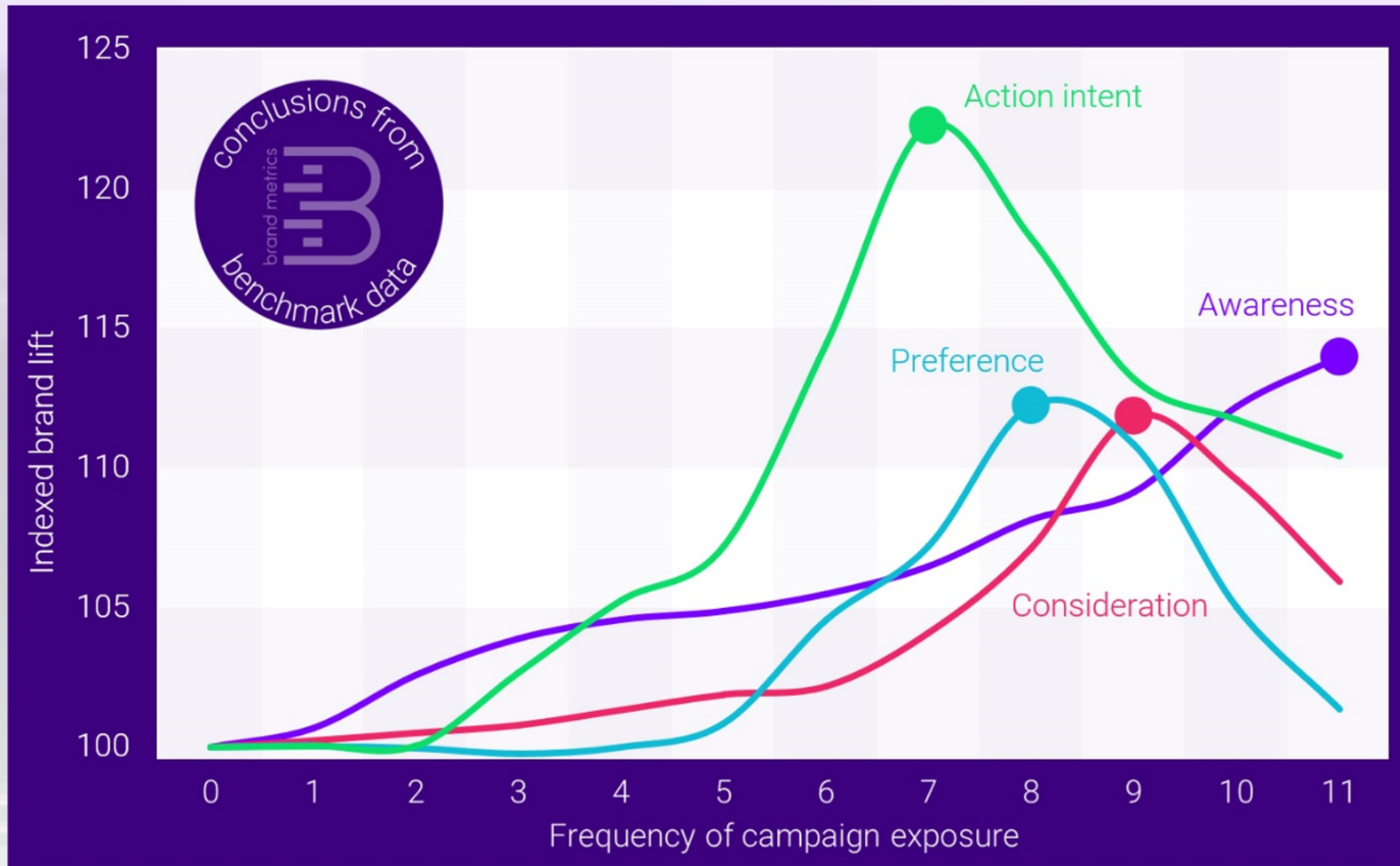






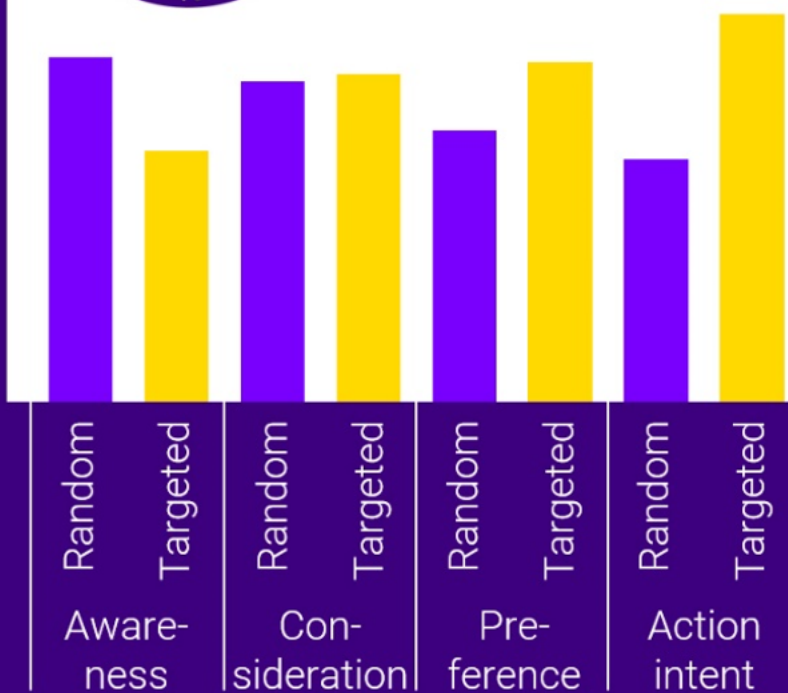
# Fun facts section







Average brand lift  
regardless of baseline



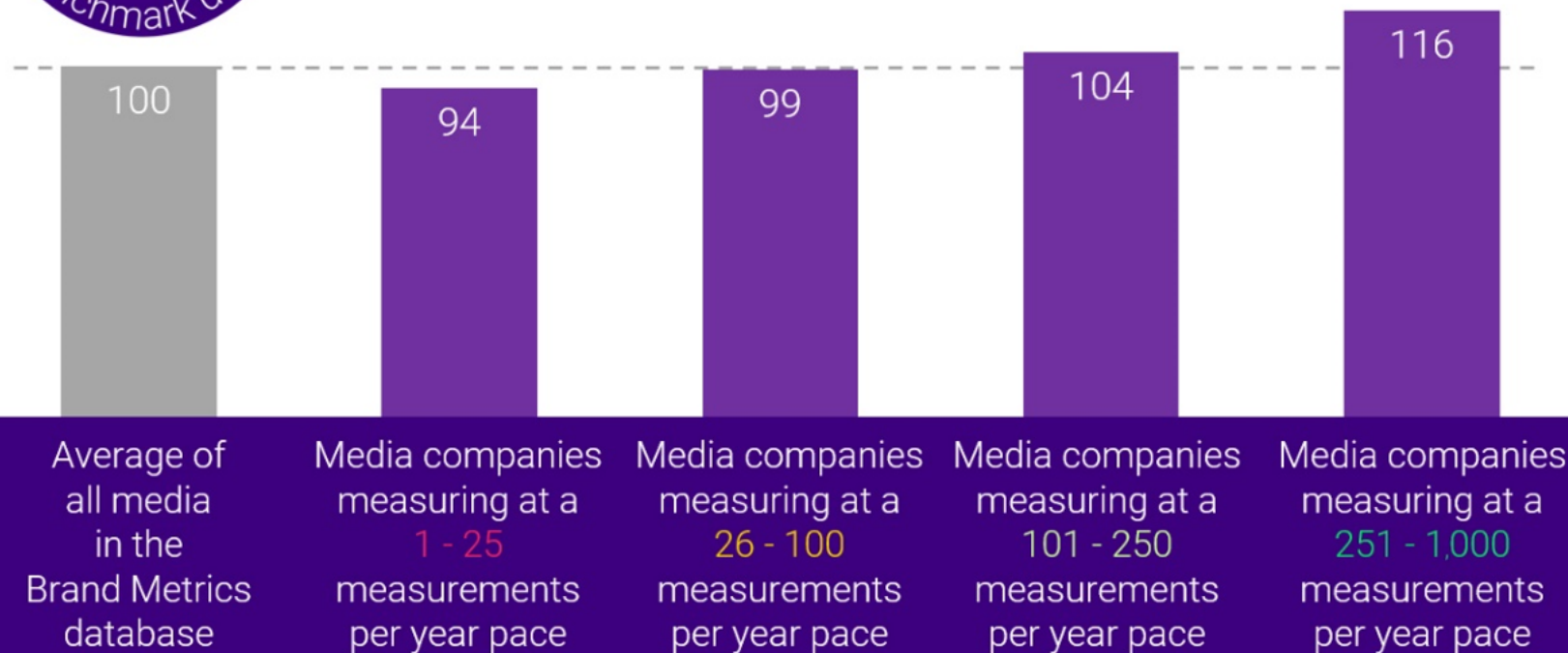
Average brand lift per €/£/\$  
regardless of baseline

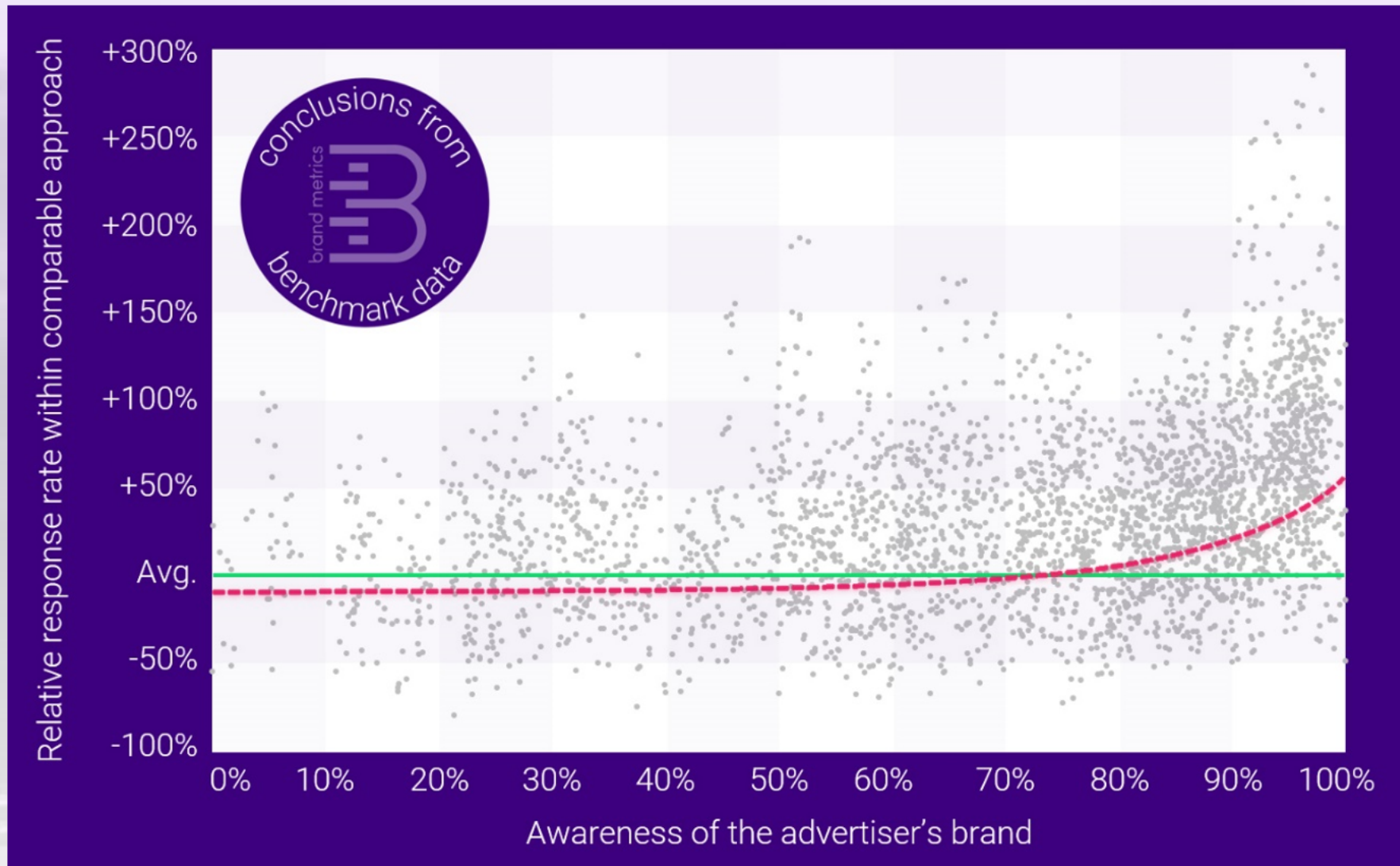






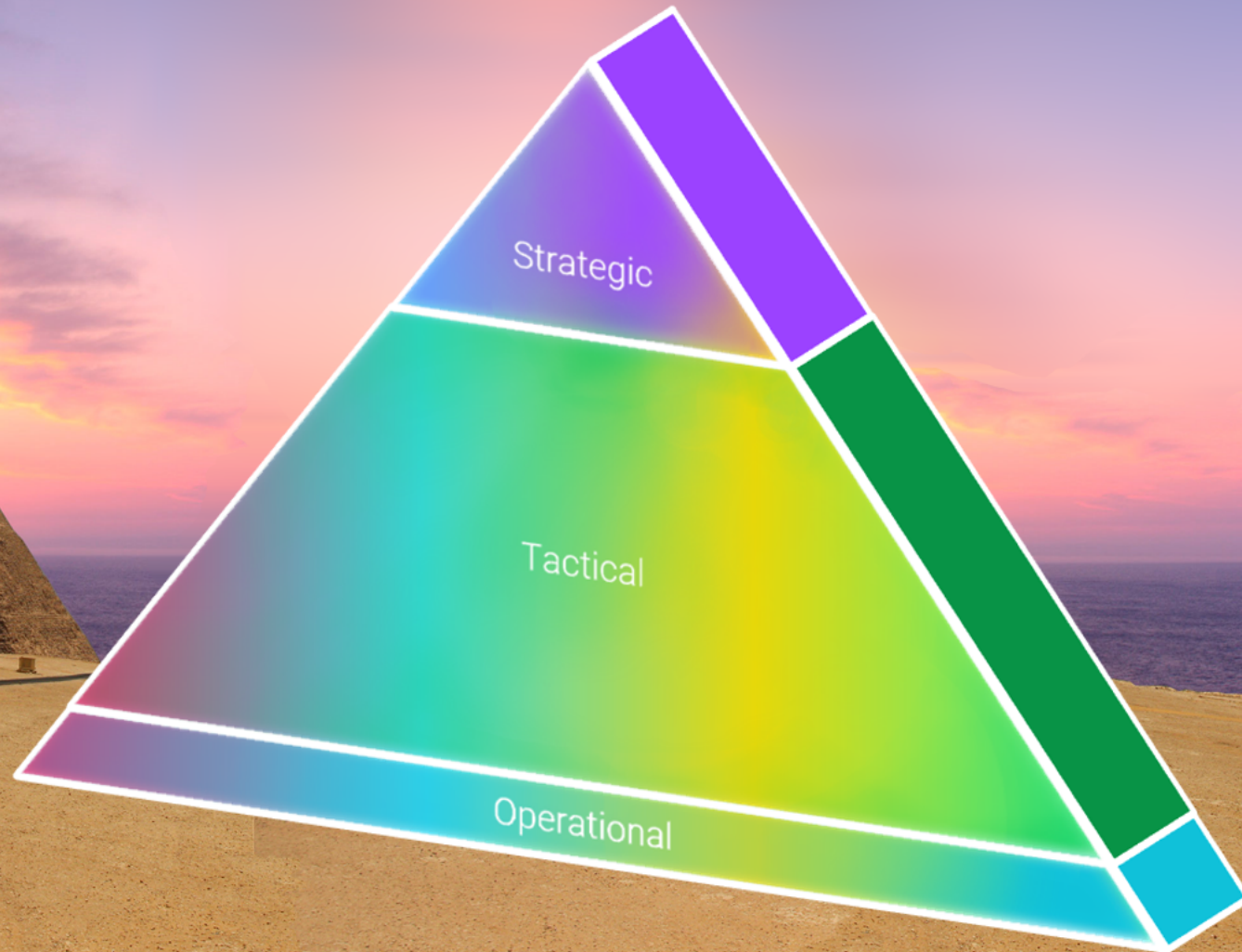
Average indexed brand lift, when adding awareness uplift, consideration uplift, preference uplift and uplift in action- / purchase intent







# 5 Learn from meta-data



# 5 good tips

- ⇒ Don't overcomplicate
- ⇒ Avoid basing conclusions on sample differences
- ⇒ Remember: it's a game of incrementality
- ⇒ Be a thought-leader
- ⇒ Learn from meta-data





*...and one final tip:*

**DO IT**



# THANK YOU!

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