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

Exposed to ads • Notices ads • Becomes aware • Considers brand • Prefers brand • Intends to buy • Visits store • Buys product
The brand metrics approach

Exposed to ads
Notices ads
Becomes aware
Considers brand
Prefers brand
Intends to buy
Visits store
Buys product

Where premium media add value

Where conversations too often end up

The successful advertisement chain reaction
Brand lift is happening in the minds of the audience.
5 good tips

+ some fun facts
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]
Avoid basing conclusions on sample differences
Avoid basing conclusions on sample differences

Approaches

- Pre-post data collection
- Sample control
- Regression with frequency of exposure
- Regression with duration of consumption
It’s a game of incrementality
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**: +0.5%
- **Consideration**: +3.8%
- **Preference**: +8.1%
- **Action Intent**: +10.9%
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. **ENTRANCE 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

- Random Awareness
- Targeted Awareness
- Random Consideration
- Targeted Consideration
- Random Preference
- Targeted Preference
- Random Action intent
- Targeted Action intent

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

- Average of all media in the Brand Metrics database: 100
- Media companies measuring at a 1 - 25 measurements per year pace: 94
- Media companies measuring at a 26 - 100 measurements per year pace: 99
- Media companies measuring at a 101 - 250 measurements per year pace: 104
- Media companies measuring at a 251 - 1000 measurements per year pace: 116
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!

Anders Lithner
anders@brandmetrics.com
linkedin.com/in/lithner