Measuring the effectiveness of digital advertising

A successful advertising campaign has the ability to change brand perceptions, trigger an emotional response, drive online activity, move people to interact on social media, and ultimately drives sales.

To drive brand growth, a campaign’s impact must be measured in isolation and in combination with other accountability metrics. Created to support this philosophy, Millward Brown Digital’s ABC’S of Digital Marketing Effectiveness reflect an end-to-end framework offering clients measurement opportunities at each stage of a consumer’s journey: Audience, Brand Lift, Consumer Behavior and Sales.

Understanding a campaign’s impact on brand

Brand Lift Insights evaluates all digital advertising formats, including: online, mobile, tablet, and social media platforms. By leveraging our deep brand, media and industry expertise, Brand Lift Insights answers the most pressing campaign optimization questions:

- **Brand Lift Assessment**: How did my campaign change consumer attitudes and brand perception?
- **Frequency Analysis**: What is the optimum number of exposures to positively influence awareness and persuasion metrics?
- **Media Analysis**: Which sites on my media plan were most effective? Which best reached the target audience? How many people were influenced by the campaign and at what cost?
- **Creative Analysis**: Which creative formats or themes were most successful?
- **Creative Feedback**: How does my ad rank in terms of likeability, believability and new information?
- **Audience Analysis**: What demographic group best resonated with the campaign? Are they in-market for my product?
- **Meaningfully Different Framework**: Is my brand meaningfully different? Will customers choose my brand at a premium? Is my brand in a position to increase share?
How can you benefit from Brand Lift Insights?

- **As an advertiser**, build best-in-class research programs to evaluate your digital advertising using robust brand metrics and the best normative benchmarking in the industry.

- **As an agency**, leverage industry-leading technology to identify the most and least effective elements of your digital campaign and optimize performance.

- **As a publisher or ad network**, validate the impact of advertising on various sections of your site(s), quantify ad effect on your audience, and price ad inventory based on proven branding performance.

How it works

Using a survey-based approach and control/exposed research design, Brand Lift Insights quantifies the difference in attitudes between those exposed, and unexposed, to a campaign. Both groups participate in the same survey while the campaign is live, and have equal potential for exposure to other influences including media, PR, and word of mouth; therefore, response differences can be attributed directly to the advertising.

Our analysts work with clients to determine the best sampling approach for their campaign, whether it’s live recruitment from websites within the media plan or leveraging the Ignite Network®.

Clients can receive a detailed narrative report and/or view their data via our powerful campaign measurement and reporting dashboard. The dashboard provides access to weighted data in real-time, which not only allows for on-the-fly optimization, but also offers the ability to dynamically view, filter, chart and export data in-market. Results are also benchmarked via industry norms.

What sets Millward Brown apart?

**Unparalleled experience**: With over 10,000 campaigns measured, Millward Brown has completed the most digital ad effectiveness studies in the industry.

**Technology and innovation**: The Ignite Network, our award-winning brand marketing analytics platform, combines large-scale panel access and extraordinary processing power to propel media measurement forward.

**Brand insights**: Our innate passion for brands drives our insight into marketing and media performance and ultimately the impact on the bottom line.

About Millward Brown

Millward Brown is a leading global research agency specializing in advertising effectiveness, strategic communication, media and brand equity research. Millward Brown helps clients grow great brands through comprehensive research-based qualitative and quantitative solutions. Specialist global practices include Millward Brown Digital (a leader in digital effectiveness and intelligence), Firefly Millward Brown (our global qualitative network), a Neuroscience Practice (using neuroscience to optimize the value of traditional research techniques), and Millward Brown Optimor (a strategy consultancy helping companies maximize financial returns on brand and marketing investments). Millward Brown operates in more than 55 countries and is part of Kantar, WPPs data investment management division.

Learn more at www.millwardbrown.com

The world’s leading experts in helping clients grow great brands

For more information, please contact:

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