Measurement Guide Series

The DMA Guide to Best Practice Measurement

DMA Data & Marketing Association

In partnership with

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Introduction

Welcome to the DMA Guide to Best Practice Measurement.

Over the course of the last year the DMA's Measurement Taskforce has delved deep in the challenges that persist in the measurement and reporting of marketing effectiveness. In the Value of Measurement report, the case for best practice reporting (focusing on the metrics that matter most to senior stakeholders), best practice measurement techniques and the adoption of measurement frameworks were all supported by an in depth analysis of over 1,500 campaigns within the DMA's Effectiveness Databank.

As a follow up to that paper, the Measurement Task force has collaborated with some of the most innovative measurement practitioners in the industry to bring together an overview of the key methods of measuring media impact on business growth.

This guide will take a look at those methods in detail, when they should be used, how they work and what sorts of questions they can help you answer. Finally we look at what to do to get started on your measurement journey, particularly if you have a limited budget for measurement

A big thank you to the following companies for their contributions to this guide:

On Device

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The DMA Measurement Taskforce

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Why measurement matters

Measurement has always been a fundamental part of marketing. We might like to think it's only really emerged in the digital era, but that's not the case. The continuing fragmentation of the media ecosystem and constant emergence of new platforms, providers and formats, means the need for refreshed thinking on measurement is needed now, more than ever.

In the last 15-20 years, digital, and more specifically, digital performance marketing has provided easy access to a multitude of fast moving metrics and a seemingly immediate feedback loop from investment to return. This has created a highly addictive cocktail that enticed marketers and made it easy for them to justify budgets to CFOs and others holding the purse strings. We forgot that advertising had worked successfully for decades without digital, and lost sight of the value of indirect and longer term benefits that many media channels and more branded approaches delivered to millions of businesses.

However, this obsession with very short term, overly simplified last click link to sales effects, has led to several negative outcomes that have been plaguing marketers for years.

1. **Losing sight of the metrics that matter**

   Digital media spits out dozens of data points and the DMA's Value of Measurement report identified 189 different measures in current usage. So many metrics, changing on a daily basis, have meant there is a lack of understanding around which ones actually mattered (if any!) and as a result, a loss of understanding of which ones to react to and how.

2. **A shifting focus from business outcomes to media outputs**

   As a result of the exponential increase in media metrics and KPIs on offer, there became an assumption that these "media outputs" had any sort of inherent value, and focus shifted away from the actual "business outcomes" that marketing budget was supposed to deliver. Sales were still one of those media outputs but only those sales from a narrow set of channels, collected through online analytics and in the immediate time frame.

3. **The rise of short-termism**

   The addictiveness of short term, directly linked sales, still blinds many brands and businesses to the reality of media contribution and incremental growth potential. This has been exacerbated by the demand for weekly reports demonstrating the impact of marketing spend on hard business outcomes.

4. **Declining effectiveness, brand health and growth**

   The industry data shows that in the era of digital dominance, brand health has suffered. The short term sales data has masked an overall decline in base sales

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for many businesses. The result is that whilst the digital marketing team have been high fiving around the office on their latest last click sales figures, the CFO has been watching total revenues decline.

This trend was perfectly mapped by Dr Grace Kite in her recent Cannes talk about the 3rd age of effectiveness, highlighting the corresponding decline in effectiveness with the rise of digital.

The following chapters contain details on some of the key measurement approaches that marketers and their businesses can incorporate to overcome these issues and to develop their understanding of the true value that their budgets are driving, direct and indirect, short and longer term and across all media and sales channels.

Matt Dailey
Media, Marketing and Measurment Consultant and Member of the DMA Measurement Taskforce

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Marketing Mix Modelling

What is it?

First and most important is that MMM is the only type of measurement that evaluates all media channels in the same way, so that they can be compared.

It generally uses a statistical toolkit called econometrics. That's something that economists working in all sorts of places use – in finance, climate, government and more. It's well established and has a very clear set of checks and balances that have been taught in universities for decades.

It's analysis that is useful for people across the marketing team.

For day-to-day teams, MMM can untangle how online and offline ads work together. For example, if a TV ad makes someone search for your product.

For Marketing Directors, it shows how to get the most from the budget by choosing media channels that have the highest return on investment. MMM is the only way to accurately compare payback from different channels. And it does this in a way that adds up to what Finance sees, so it's credible.

And finally for the C-suite, it resolves debates and conflicts over which departments will get resources. For example, it can tell you whether it's better to spend on advertising or on price promotions.

When should you use it?

A good sign that MMM is suitable for your business is how much you're spending on advertising. How big are your campaigns?

MMM is typically a big picture method. We're trying to see what drives all the sales of a particular product in the whole country or in a big region. Your advertising effect has to be big enough: enough of a spend and effective enough to move that big picture measure of sales.

So, if you've only spent £100 on an ad in the local paper, it may not be visible and separable in a model of total sales in the whole country

But more than that, a good MMM project will improve your media payback by 20-40%. That's a lot of extra money if you spend £1m, but it might not be enough to make the research worth it if you only spend £1,000.

Another sign that you're ready for MMM is that you've got the data for it! To run MMM you need two to three years of data. So, if you've not been collecting good data on most if not all drivers of sales for a few years, then it's probably not worthwhile investing in MMM just yet.

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How it works

MMM essentially works by matching ups and downs in your KPI that happen over time to corresponding ups and downs in different drivers.

It's not exactly a process of elimination. It's more that MMM doesn't know anything until it knows everything. It controls for all the factors that could affect a customer's decision at the same time as seeing what the effect of media is.

In a world where only one factor influenced sales, we could think of an econometrics MMM as plotting that factor against our KPI. Using a classic FMCG example, product availability almost always has a positive relationship with sales – the more customers can find the product, the higher sales can be.

Drawing a line-of-best-fit through the data points showing us when availability was X, sales were Y, we can determine their relationship - i.e. How many more sales 1% extra distribution drives.

Though, we don't live in a world where only availability influences sales, so our MMM finds the weight of each sales-influencing factor on drawing that line-of-best-fit.

Influences that happen at all stages of the customer's journey are included in the MMM:

- Things that initiate the need for this product: The weather, an offline advert on TV, or a reference to the product in a magazine article;
- Things that happen while the customer is researching and surfing online: Online ads of all types, reviews and ratings;
- And things that become clear when the customer has reached the advertiser's website: Like the price, a voucher, or a website that works for check out.

A really good MMM provider knows that each business it unique. They'll make sure they talk to your people to learn all about your business, and find out everything you already know about what influences your KPIs.

By controlling for all of these factors, MMM delivers a holistic view on what is affecting sales, a properly disentangled read on each individual effect, and an attribution of sales to causes that adds up to the actual amount in the till.

What are the key deliverables?

MMM can pull out loads of insight across all the different things that've been found to influence the KPI – meaning that there is a really wide range of analyses that MMM providers – like us at magic numbers – personalise for each business that we work with.

However, there are a few that you'll nearly always get from MMM.

The first is return on investment analysis for advertising – and usually return on investment by media channel, too. This is a really core output from MMM. And it's the thing that helps marketing directors and CMOs justify spending money on advertising.

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That's because it gives you the cost vs benefit of spending money on advertising. It's really good for comparing marketing with other investments the bigwigs might be considering because it values them all on a per £1 spent basis.

That means MMM providers can tell you the best allocation of budget across media channels to maximise your KPIs.

With MMM you also get a read on how to improve future campaigns. For example, because it looks at everything that influences why sales move up and down, MMM can tell you about your business's seasonality – and from that it shows the best time of year to air your next campaign. The higher the seasonal demand, the better chance your campaign has of bringing a strong return on investment.

MMM can also tell you how much is too much to spend, whether to phase media for each channel in bursts or have it on all the time, and which ads to do if you want to build that stock of positive perceptions and invest into brand as an asset that pays off over the longer term.

But MMM isn't only about advertising results, it can also tell us about other aspects of marketing – like price. What was the effect of changing prices? And what does that tell us about price elasticity? Will increasing price make the business more money or less?

How to read the results

One of the core outputs of MMM is a marketing return-on-investment (ROI) – a measure of the bang for your marketing buck.

It tells us how many additional sales were driven by each £1 of marketing spend.

What does it mean when you hear or read "additional sales" (or sometimes "incremental sales")? Those are sales that the MMM tells us wouldn't have happened without the marketing activity.

And here's why that's so useful: Because MMM is the only type of measurement that evaluates all media channels in the same way, those additional sales that the MMM measures all add up to the numbers your finance folks are used to seeing.

Meaning MMM can also compare value-for-money across marketing channels, because there's no overlap from different measurement approaches.

All the numbers here are from the same universe, making them comparable. And this is brilliant for decision making.

As Cheryl Calverley Co-founder, The Den and former CEO of Eve Sleep says:

"[MMM] is very useful – all internal debates are fights over resource – so being able to see what is going to affect what where is really very useful, it just closes down the endless debates."

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Case Study

A brilliant example of the power of MMM comes from analysis of the brilliant Yorkshire Tea.

Yorkshire Tea exists in a category of classic british stubbornness – Tea. Everyone has their favourite tea brand. The flavour that's exactly right for them. And yet, over the past 7 years, Yorkshire Tea has grown from 5th largest tea brand in the UK to 1st. And in a declining category! And with a price premium!

The brand focussed on their roots with their advertising – spending lots of money on TV ads that brought well-known Yorkshire people (the Kaiser Chiefs, Sean Bean, Patrick Stewart) together with Yorkshire humour.

Consumer surveys showed that more people rated Yorkshire Tea as their favourite tea. And brand studies showed people liked the ads, and that brand health was improving. And business was doing really well!

But ads cost money... and was it definitely advertising making the difference? Or could it just have been that PG Tips' price went up, or that Tetley were doing fewer promotions?

Without a robust view of the value that advertising is driving, can finance continue to justify the advertising spend?

With an MMM project, working with us at magic numbers, Yorkshire Tea answered all these questions and more.

By accounting for all sales-driving factors:

- Overall category sales
- Yorkshire Tea's price
- Competitor prices
- Distribution / in-store availability
- Yorkshire Tea's promotions
- Competitor promotions
- And Yorkshire Tea's advertising

the MMM could say how much of the sales over the past 4 years were because of the advertising, and how much was price, and how much was promotions.

And how much was that? Yorkshire Tea's ad campaign sold over one billion additional Yorkshire Teabags over the last 4 years.

With £1.60 of profit for every £1 invested.

Making a clear case to the finance team that yes, the ad spend is worth it!

The MMM results also backed up the consumer and brand research, showing that the business was heading down the right path.

Those results could also be compared to other FMCG food and drink brands as a point of reference. If you've seen their ads, you won't be surprised to see that it added a higher % of sales than the average for the category. 2.7x in fact.

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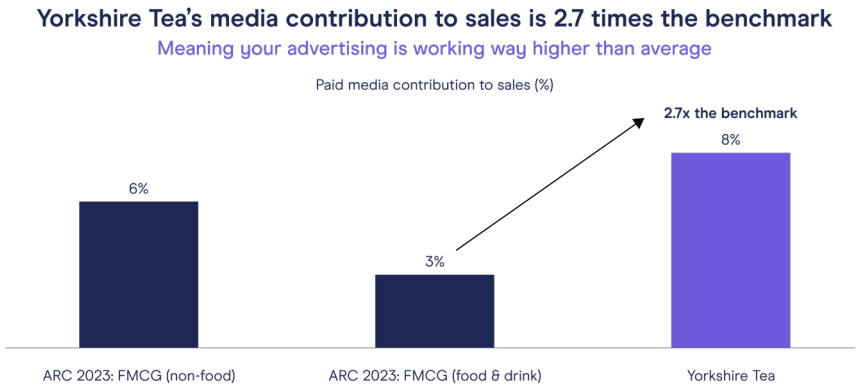
Proving out Yorkshire Tea's advertising success was an essential part of their award success at the IPA effectiveness awards, where they got an awesome Gold award.



magic numbers

Key checklist

Know what you want to prove or disprove

- You'll get more from your MMM project if you give your MMM provider a clear set of questions to answer or hypotheses to test.
- It's worth making a long list of questions from across the organisation. Consider both issues right now and things that always matter, or might matter next year.
- MMM will not be able to answer everything. But if a wide range of stakeholders are consulted, then modelling should be able to produce a wealth of good and useful answers.

Stay involved through the process

- In any research project, results are better if both qualitative and quantitative knowledge is brought together.
- With MMM, the subject under investigation is the marketing organisation and how it works. That means marketers need to input and be involved in the process, throughout.
- Ensure that there are key stages or checkpoints in the project where you can look at the data, or see model insights, and enable clients' qualitative input to be brought into the analysis.

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Bringing others on the journey

- It's important to reveal hunches and hypotheses that are believed as the work begins.
- Then analysts should be asked to ensure that these hypotheses are tested to everyone's satisfaction.
- It's also worth finding out the highest paid person's priorities and making sure their needs are managed through the process.
- Finally, it is important to manage the sceptics. Find out who they are and get them involved in the process. If required, it may be helpful to set up a meeting where they can ask questions of the supplier.

About Magic Numbers

Magic Numbers is a company full of data people with excellent people skills

We offer people friendly analytics and practical training to help marketers drive growth

Knowing what your data says about how to drive revenue and profit is critical. But that knowledge has to be shared and believed to be used.

We're your independent ally, who understands how your research fits together and can identify numbers that'll make the biggest impact on your business.

You'll get simple, clear, and truthful conversations. Because when analysis is done well, there's no need to hide behind jargon or blind you with science.

The magic isn't smoke and mirrors, it's the pleasure of working with good people and the excitement that comes with progress.

Contact us: hello@magicnumbers.co.uk

Visit: magicnumbers.co.uk

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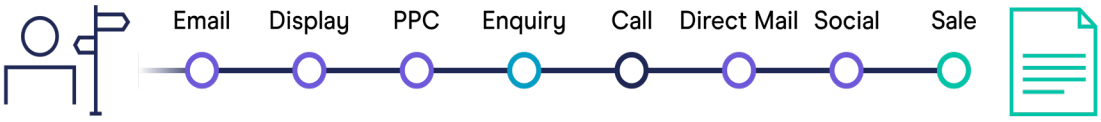
Multi-touch attribution (MTA)

What is it?

Customer journey-based attribution or multi-touch attribution (MTA) works by evaluating the contribution of each individual step leading up to a sale (or other target activity like making an enquiry), such as clicking through from an email or a social post or receiving a catalogue.



It attributes the value of the target event, such as a sale, across each of the steps that led up to it. The value of a campaign is then derived from the sum of the values of each of the journey steps it created that preceded a sale.

Typically, people take multiple steps before making a purchase, often both online and offline, and all of these should form part of the MTA attribution.

For MTA to be accurate it requires a statistical approach to scoring each step in a journey that properly reflects the extent to which each step contributed to the end result. In addition, the scoring needs to be transparent and objective, so it is beneficial if the attribution is undertaken by an organisation that is experienced in media measurement and has no ownership stake in the media that are being evaluated.

Why us it?

Many organisations have reporting in channel siloes, e.g. direct mail through traditional campaign reporting. and Pay Per Click through Google Analytics. This channel focused, rather than customer focussed, measurement approach means that sales can be double-counted, and campaigns and channels can get credit for activities that they did not drive without the help of other channels.

The end result is that reporting is often inaccurate, difficult to optimise and does not provide insight into how channels work together to secure sales.

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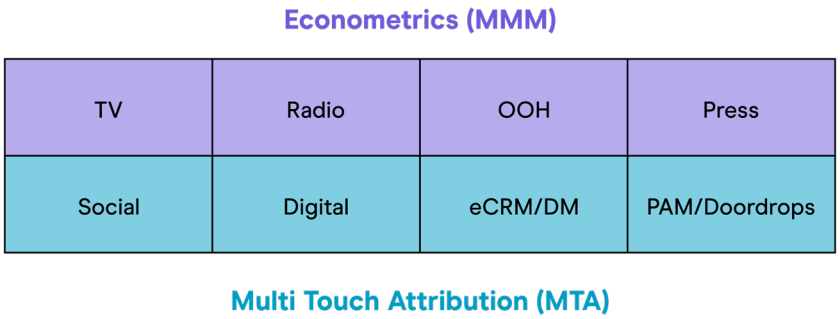
When you should use it

MTA can be used wherever direct channels are being employed by marketers to achieve a customer action such as making a purchase.

Direct channels can include online like social, affiliates, email, Google Ads or Google Pay Per Click, as well as offline like direct mail, door drops, or call centre contacts.

It requires a cross-channel view to be taken of marketing effectiveness, and therefore the support of senior members of the marketing team.

Where there are indirect channels in play like TV or Press, then MTA can be used in conjunction with techniques like econometrics (MMM).



- Econometrics (MMM) gives you the big picture across all channels, and can be used to simulate alternative budget scenarios.
- MTA provides total granularity into individual campaigns and tests, and the results can be sliced by customer segments or geography.

In order to build the customer journeys and score their contribution you require a technology platform that can link the journey data together, and then apply the scoring algorithms.

Given the resources required to organise and manage the data inputs, MTA will require a budget, and hence an organisation that is prepared to invest in measurement as well as media.

How it works

Data provision

A successful MTA reporting outcome occurs when the data flows into the MTA platform on a continuous basis, not necessarily close to real time, but at least daily or weekly. The data will come from your website, but also from multiple other sources such as an ecommerce system, an email service provider, an Enterprise Resource Planning system, a policy processing system, or a call centre. When offline marketing is involved, like direct mail or door drops, then feeds of those contacted when will be required. All data sources will need to be compliant with data protection legislation. Arranging the data feeds is often the slowest and most laborious part of setting up MTA.

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In addition, the marketeer will need to provide campaign costs so that Return on Marketing Investment (ROMI) can be calculated. These can be delivered at a campaign level, or alternatively sometimes by cost per channel per month.

Configuring the platform

The assumption here is that there is technology developed to receive the data feeds, build the customer journeys, score the steps in each journey, and report the results at a channel or campaign level, and by customer segment.

Some organisations will want to build this themselves, but there are in existence several software as a service (SaaS) solutions that can be licensed, and which will deliver a result very much faster.

There is always some human intervention required to ensure that the data sources, and individual journey steps have been correctly classified into the channel and campaign from which they were derived.

Scoring the journeys

Preceding each sale (or goal) there will be a number of steps that can range from one even up to twenty or more prior steps. A typical journey window used for collecting journey steps is 90 days prior to sale or goal, but this will vary by industry.

The platform you decide to use will need to have an algorithmic approach to giving a value to each of these steps based on their contribution. The algorithms will need to be trained to respond to the typical conversion journeys for your organisation and the algorithms may differ for different product journeys and customer groups, such as New versus Existing customers

Calculating the value of the campaign or channel

The value of a step is its contribution to the sale (or goal) and this is a function of the value of the target event (e.g. $500) times the proportion of the value given to it by the scoring algorithm (e.g. 0.28, or 28%, as shown by Direct Mail in the journey below). In this example, Direct Mail is consequently given a value of $140 in a $500 sales journey.

The value of the campaign or channel in a time period is the sum of the values of each of the successful journey steps to which it has contributed (e.g. for the value of Direct Mail we add up all the values given to all the Direct Mail steps across all the journeys in that time window).

Share of sale value

Step	Channel	Event Date	Time	Days to Conversion	Initialiser	Holder	Closer	Attributed Fraction
1	Direct Mail	29/07/23	21:50	4	0.84	0.00	0.00	0.28
2	SEO	01/08/23	08:20	1	0.13	0.59	0.00	0.24
3	Social	01/08/23	22:52	1	0.00	0.41	0.45	0.29
4	Email	02/08/23	08:07	0	0.00	0.00	0.55	0.19
				TOTAL	1	1	1	1

e.g: If sale value is £500; direct mail share is...

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What are the key deliverables?

	Sales Value Allocation					Channel Collaboration			Sales Funnel			ROI		
Channel	Share of Value	Share of Value (%)	Share of Sales	Number of Sales Impacted	Average Order Value of Sales Impacted	Sales With Only This Media	Sales With This Media and One Other	Sales With This Media and Two or More Others	Initialiser	Holder	Closer	Cost	Cost per Sale	ROI
Affiliates	£ 30,496	1 %	401	888	£ 67,532	268	411	209	0.4	0.3	0.6	£ 7,819	£ 19.50	3.9
Catalogue	£ 394,063	12 %	5,179	7,969	£ 606,350	2,496	4,715	758	0.4	0.2	0.3	£ 50,521	£ 9.75	7.8
Direct Entry	£ 545,159	17 %	7,165	6,748	£ 513,431	6,743	5	0	0.5	0.2	0.5			
Email	£ 510,969	16 %	6,715	7,694	£ 585,465	3,769	3,152	773	0.3	0.2	0.3	£ 2,060	£ 0.31	248.0
Other Referrer	£ 34,914	1 %	459	638	£ 48,350	325	222	91	0.6	0.2	0.7	£ 9,698	£ 21.13	3.6
Pay-Per-Click	£ 175,798	5 %	2,310	4,060	£ 308,978	1,808	1,648	604	0.5	0.2	0.5	£ 24,760	£ 10.72	7.1
Search Engine	£ 1,220,552	38 %	16,041	19,962	£ 1,518,899	13,904	5,062	996	0.6	0.2	0.6	£ 32,120	£ 2.00	38.0
Social	£ 5,153	0 %	68	177	£ 13,412	63	69	45	0.4	0.2	0.4	£ 1,031	£ 15.16	5.0
No Event	£ 334,776	10 %	4,400	4,605	£ 350,373	4,605								
Total	£ 3,251,880	100 %	42,738	52,741	£ 4,012,971	33,981	15,284	3,476				£ 128,010	£ 3.00	25.40

MTA reports can show a considerable level of detail regarding the contribution of each campaign or channel, for different customer segments. They can also show how many customer journeys are impacted by a campaign, and how channels interact with each other prior to a sale. They may also allow the export of customer journeys for detailed analysis.

The main key performance indicator (KPI) the reports provide will be the return on investment of a campaign or channel as derived from all its touchpoints.

How to action the results

The results from MTA will be presented in reports like the example above.

There are three main ways in which the results can be used to make your marketing more effective and efficient:

- At a campaign level you will see the return each one is contributing in the context of all the other channels that are involved. This can be particularly valuable when online and offline channels are being used in conjunction with each other. As a result, you can decide which campaigns to prioritise and which ones to reduce or stop. If you are running a number of tests, or using control groups, you can see how each test is performing, or how customers in the control group compare in terms of value contributed with customers in contacted groups.
- At a channel level you can see the return on marketing investment (ROMI) that it is yielding. This of greatest use when you are allocating marketing budgets between campaigns. And by looking at ROMI when different amounts are being spent in a channel, you can form an opinion about the saturation effect on the results you get when you increase the spend or decrease it in a channel.
- And lastly you can understand the impact of seasonality; channels will perform differently at different times of year, and you can chart this from the MTA reports.

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Case Study

Background: A large UK retailer with 200+ stores and a robust online presence lacked detailed insights into their marketing effectiveness beyond a basic 'sales over marketing-spend' ratio. They utilised various channels like TV, direct mail, affiliates, and social media. Following a successful pre-Christmas season, they needed to determine the impact of marketing on sales versus other causes.

The problem: With annual marketing budgets needing CEO approval by the end of January for a February board meeting, key questions were:

1. Should they increase overall marketing investment?
2. If yes, how much and in which channels?
3. When and where to allocate the budget effectively?

Our approach: We proposed implementing Marketing Mix Modelling (MMM) alongside Multi-Touch Attribution (MTA), despite tight timelines. Data was finalised by early January, including over 1 million sales from the holiday season. MMM data was monthly, though we prefer weekly.

The results: The MMM indicated a 12.6 ROMI for marketing in 2023, with brand advertising at 7.6 ROMI. A 40% increase in brand spend could yield a 30% sales boost, highlighting growth potential. Brand marketing was particularly effective for new customer acquisition, outperforming direct and digital channels. MTA findings were positive for direct channels like email, door-drops, and direct mail, though social media underperformed. The saturation curve for direct channels suggested that increasing budgets would yield strong returns.

Next steps: Analyse seasonality to optimise budget timing and leveraging MTA insights to pinpoint high-return campaigns.

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Key checklist

When considering whether or not to embark on an MTA project you can use this checklist to determine whether your organisation and its marketing mix is suitable for this kind of measurement approach:

1. Do you use multiple direct channels for your marketing (the more you use the more important it will be to introduce MTA so that you can understand the inter-channel effects)?

2. Do you have a big enough marketing spend to make introducing MTA worthwhile (costs for MTA will vary but very broadly if you are spending £1m on media you can expect to spend at least 2.5% of it on measurement, but if your spend is greater than £10m the cost will drop to below 1%)?

3. Does your organisation really need MTA or is it already getting the measurement reports it needs (it's worth auditing the measurement reports that are currently coming in from agencies, Google Analytics etc to see whether they are fit for purpose, whether they are double-counting sales and whether they are independent and transparent)?

4. Do you have sufficient support from the Chief Marketing Officer or Chief Operating Officer for the project to ensure that it won't be derailed by vested interests (perhaps wanting to protect spend in a particular channel)?

5. Can you identify internal or external resources to deliver the MTA platform you need, with capabilities for building the customer journeys, scoring and reporting built into it?

About UniFida

UniFida is a London based marketing technology and data science company that serves both end clients and agencies. The company's first martech product was a CDP, and this opened the door to developing a related platform for multi-touch attribution (MTA). The reason being that to deliver MTA it's necessary to join customers' journeys across multiple channels, both online and offline, prior to a sale.

We pride ourselves on being much more than martech platform providers; we take time to understand the complexity of our clients' marketing, we configure our technology and train its algorithms for their specific marketing mix, and we interpret the results and advise on marketing strategies to adopt as a result of insights gained from the attribution and marketing mix modelling. We now serve clients across multiple sectors including retail, travel, media, insurance, lotteries, charities and cruising.

For a longer read about marketing attribution please download our free ebook on the subject using this link:

https://unifida.co.uk/marketing-attribution-ebook/

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Sales Uplift measurement

What is it?

Incremental sales uplift measures the additional sales generated directly by a marketing campaign. It focuses on understanding how much of the sales increase can be attributed to each element of the campaign distinct from other factors. This is crucial for evaluating the true effectiveness of any advertising or promotional effort.

When measuring incremental sales uplift, businesses look at the difference in sales between those exposed to each element of the campaign and a control group not exposed to the same campaign. This helps determine whether the sales increase is a direct result of the marketing activities or would have occurred regardless.

The primary goal of measuring incremental sales uplift is to attribute specific behaviours — such as website visits or product purchases — to the campaign. This helps brands pinpoint which marketing activities are driving real-world results. Understanding incremental uplift allows marketers to optimise their media mix, allocate budget effectively, and maximise return on investment (ROI).

This form of measurement is particularly beneficial in scenarios where companies want to understand the effectiveness of both offline and digital channels — such as linear TV, streaming, and social media — and how they contribute to overall sales.

When you should use it

Measuring incremental sales uplift gives CMOs the data to prove the value of their media investment, giving them a business case to take to the boardroom for more investment. It is most useful when evaluating media campaigns to ensure that resources are being spent efficiently. It is especially valuable for businesses with significant market penetration — typically those with a market share of over 8% — as it provides granular insights into campaign performance across multiple channels.

For brands running large-scale campaigns across multiple channels this method allows them to evaluate the incremental reach and sales impact of each, both in isolation and in combination. If you're interested in understanding how each channel — digital or offline — contributes to key performance indicators (KPIs) like sales and engagement, this type of analysis is crucial.

Additionally, companies looking to fine-tune their media strategies can benefit by understanding which parts of their media mix are driving the most value. This is especially relevant when managing large marketing budgets or when needing quick feedback on a campaign's effectiveness to make timely adjustments. Incremental sales uplift can also help identify whether specific channels work well in synergy, like linear TV boosting the effectiveness of online campaigns.

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How it works

Measuring incremental sales uplift is done via a single-source panel-based methodology.

Single-source panel-based methods involve recruiting a panel of consumers whose media and purchasing behaviours are tracked constantly and passively. By splitting the panel into two groups — those exposed to the campaign (test group) and those who are not (control group) — marketers can isolate the effects of their campaign at channel level. Panel data focusses on hard KPIs like website visits and product purchases, offering a direct link between the marketing activity and consumer behaviour.

The key benefit of a panel-based approach is its granularity. It delivers real-time insights, allowing for immediate adjustments to the campaign. It requires no setup time, and there's no need to supply extensive data feeds, making it simpler and quicker to implement. This method captures behavioural outcomes, showing exactly what happens in the market when your campaign is live. The analysis can also be done retrospectively.

What are the key deliverables?

The key deliverables from an incremental sales uplift analysis include:

- Uplift data: A breakdown of incremental sales attributed directly to each channel within the campaign, providing insights into how different media channels (e.g., TV, social, digital) perform in terms of generating sales.
- Cross-media attribution: Detailed insights into how various channels work together to drive overall campaign performance. For instance, how TV and digital channels (like YouTube and Instagram) complement each other to achieve better results.
- Competitor insights: A comparison of your campaign's performance against competitors. This helps understand how effective competitor strategies are and where your campaign stands in the marketplace.
- Recommendations on how to improve each channel - creative executions and dayparts

A unique advantage of panel-based methodologies is the timeliness of these insights. Unlike marketing mix modelling, which can be delayed, panel-based solutions provide real-time or near real-time results, making it easy to adapt strategies quickly during a campaign.

How to read the results

The results of incremental sales uplift analysis are straightforward to interpret. You'll receive clear data points on how your campaign performed in terms of sales generated. The uplift data will show the percentage increase in sales due to the campaign by comparing the behaviour of the test group (those exposed) to the control group (those unexposed).

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These insights can be actioned to optimise future campaigns and channel investment and refine your media strategy. Channels that deliver higher uplift should receive more investment, while those that underperform can be deprioritised. By reallocating budgets to channels that drive a significant portion of sales, future campaigns are more likely to yield better results, while integrating media cost data can identify which channels offer the most cost-effective returns, helping to develop a more efficient media plan moving forward.

Case Study

The Problem

CPG brands have had limited visibility of the impact of their TV campaigns, their price and promotion campaigns, and the effect of both combined. This information is critical in enabling them to allocate funds to manage strategic issues such as maintaining market share and managing the economic impact of a temporary period of reduced margins. Typically, that would involve costly and lengthy measurement projects such as econometrics studies. Due to their cost and complexity, such studies are performed infrequently, leaving brands to lag behind rapidly changing consumer behaviour.

Brand: Ryvita

Ryvita recognised that ViewersLogic's single-source data could hold the answers to these perennial challenges; the platform can isolate different groups' exposure to advertisements/promotions and their purchasing behaviour in near real-time, removing the need for lengthy and expensive studies. Ryvita asked ViewersLogic to analyse the uplift impact on sales of:

- TV only, outside of promotions
- Instore price and promotions only, without TV
- TV plus price and promotions

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Analysis

TV only, outside of promotions: TV increases purchase rates

- ViewersLogic analysed shopping baskets that were bought when Ryvita products were not on promotion to compare customers who had been exposed to TV with those who hadn't.
- Purchase rates increased by a fifth when TV was introduced but there were no promotions on.

Price and promotions only: Promotions increase purchase rates by more than 100% in isolation

- ViewersLogic analysed shopping baskets of people who were not exposed to TV, looking at what difference a promotion made to measure its effect in isolation.
- The purchase rate increase from a promotion was significantly bigger than that of TV, as the measurements covered a relatively short term.

Key checklist

1. Set clear objectives: Define your key KPIs — whether it's sales, website traffic, app downloads, and so on — and ensure the analysis aligns with these. Generally, it is better to focus on a single KPI to avoid altering too many variables at a time, which can lead to unpredictable outcomes.

2. Ensure your brand has sufficient scale. The methodology works best when your market penetration is greater than 8%.

3. Filter out biases: A targeted campaign or a campaign that advertises alongside interest-specific programming will introduce biases in the exposed group. For example, the exposed group for a TV campaign exclusively run against sports will look substantially different to the non-exposed group. In this case, the control group should be filtered to only include sports fans to make both groups comparable.

About ViewersLogic

ViewersLogic: the leading consumer behaviour data company helps advertisers & agencies measure and improve outcomes from media investment. Through a unique measurement platform, we use single-source data to track the behaviour of the individual, and the media they consume, across TV, online and offline. Consumer exposure to an ad is closely monitored through to engagement with the brand including sales, footfall, website visits, app installs and account openings.

ViewersLogic's single-source data provides brands with the full consumer journey enabling advertisers to optimise their campaign performance and minimise wasted spend. Clients include major broadcasters (ITV), agencies of all sizes (Publicis, Seven stars, Bicycle, Medicom), innovative blue chip brands (Mars, JDR, McDonald's, British Gas, Etsy and more).

Visit: **www.viewerslogic.com**

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Brand Lift measurement

What is it and why is it important?

Brand Lift studies reliably measure and compare advertising campaign impact, helping to identify how advertising is able to shift key metrics such as awareness, consideration and purchase intent. Good brand lift studies should also include the element of creative diagnostics to help ascertain how the campaign creative may have impacted the overall campaign results.

Brand lift studies are critical tools for understanding the impact of advertising campaigns on brand perception and customer behaviour. By measuring key indicators such as brand awareness, ad recall, and purchase intent, marketers can gain valuable insights into how their brand is performing in the minds of consumers. The importance of these studies lies in their ability to provide actionable data that can inform strategic decisions, ensuring that advertising efforts resonate with the target audience and ultimately drive brand growth.

Moreover, brand lift studies go beyond surface-level metrics like click-through rates, delving into the comprehensive engagement of consumers. This deeper level of analysis within a wider measurement toolkit helps advertisers to refine their message and positioning, leading to a stronger connection with customers and a competitive edge in the marketplace.

Brand lift measurement should be consistent and independent, removing complexity so you can compare apples with apples and understand campaign performance across and between your media channels.

When should you use it?

Brand lift studies should frequently be used by all brands actively advertising to maximise advertising effectiveness.

Most businesses now have some degree of brand metrics in their unified measurement framework, but many don't harness their full power. Two benefits that are often overlooked are their granularity and timeliness. Granular campaign data adds extra richness to Marketing Mix Models (MMM). But, in our experience, the real value lies in the timeliness of brand lift measurement.

By meticulously dissecting campaign effectiveness - examining factors such as the purchase funnel stage, demographics, creative and formats - you can accelerate test-and-learn initiatives. In a rapidly evolving market, Brand lift metrics are an invaluable tool for forward-thinking organisations to optimise faster and with confidence.

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How it works

Brand Lift Surveys are designed alongside the campaign objectives/KPI's and are generally written to measure many aspects of a brand's product, competitors, and its category, whilst also providing a strong understanding around brand advocacy, affinity, awareness, loyalty, perception, recall, trust, usage and more.

The surveys should also contain questions around creative diagnostics which help determine how the creative resonates with the audience and what impact this has on the overall campaign success.

A target audience for the research is defined via the advertising objectives, and this audience is then targeted via a research panel. Anyone who doesn't meet the survey target audience is screened out . The specified target consumers will then answer the survey during and/or after a campaign has been live. This is what is also known as the live fieldwork stage. Brands such as On Device use smart exposure technology to passively track exposure across the widest range of media, from a single source, allowing the creation of an exposed group. A like for like control group (of those not exposed) is then built alongside the exposed group to isolate the effect of the advertising campaign. These groups are then balanced demographically (including category involvement and historical behaviours) and any differences in survey response between the two groups are then accurately attributed to the advertising campaign.

Our methodologies are bolstered by the latest technological developments to ensure our measurement solutions are objective, passive and independent. Furthermore, a consultative approach allows the key insights to be filtered from the data to promote the learnings that really make a difference to brand growth.

What KPIs does it measure?

Brand lift should measure across the entire purchase funnel, including:

- Spontaneous Brand Awareness
- Prompted Brand Awareness
- Ad Recall
- Consideration
- Purchase Intent
- Brand Familiarity
- Brand Favorability
- Brand Perceptions
- How well did the creative resonate with the audience

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What are the key deliverables?

Brand Lift Studies will help demonstrate how effective advertising campaigns have been in shifting key metrics through the entire purchase funnel. Data is initially collected from the survey by a data processing team into tables via spreadsheets and the data collected across control and exposed groups will be cleaned and balanced (adjusted if required across both groups to ensure they are matched demographically, and therefore any inherent bias is removed and all data differences are confidently attributed to the campaign.)

Results are inputted into tables via spreadsheets and the data will also then be tested so that it is statistically significant at a 95% confidence level. This means that where data is labeled as statistically significant, the brand can be confident that the data is accurate and reliable to base wider strategic based decisions upon. This is particularly pertinent when using the data to amend or adapt future advertising strategy.

The data in the spreadsheets is initially displayed at a total level and then can be broken down further across separate audience groups to assess how response differs across varying demographics and a team of researchers will then analyse the data in line with the key KPI's that have been set.

The data finally should also be compared against industry benchmarks, media type and format to help ascertain levels of success.

Often, data is reviewed and analysed to create a story with expert recommendations on learnings from the campaign and how to enhance success in future campaigns.

How to read the results?

Data from brand lift studies should be analysed by a research expert and the data should be transformed into insights that help formulate future strategy. Any data differences examined between control and exposed groups should be represented as percentage point uplift opposed to percentage point increase. The reason being is that percentage point increase can often deliver an inflated view of difference. For example, a control group that has 10% awareness of a brand against 20% awareness for the exposed group, would be a +10%pt uplift, opposed to 100% percentage increase.

Overall, in order to action the brand lift results successfully, you should be looking at 3 main areas:

1. Has the campaign achieved its core objectives as set out from the outset?
2. Has being exposed to the advertising placed consumers in a more positive place along the brand funnel compared to those who haven't seen the advertising?
3. Has the campaign over or under performed against the wider industry benchmarks?

Analysis should also take into account creative diagnostics. Creative execution is key to any advertising success and sometimes a piece of bad copy makes all the difference to brand lift results. Being able to determine how consumers feel about the creative and reviewing verbatims helps establish the connection between creative execution and the wider funnel metric shifts being seen.

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Ultimately, any brand lift study should cumulate with key recommendations for future planning, ensuring all data is formulated into actions. This then ensures brands are able to continuously optimise based on current data that helps produce the most effective advertising campaigns.

Case Study

PepsiCo & OMD UK commissioned On Device to provide a 'Always on' solution that provided a view of PepsiCo's performance across 4 beverage brands which would help inform planning and future spend

The Campaign Vision was to:

· Measure overall shift in both brand and advertising awareness alongside consideration and brand associations.

· Identify where each media adds value alongside wider digital native advertising.

· Demonstrate how varying media combinations work together and how this varies for each brand.

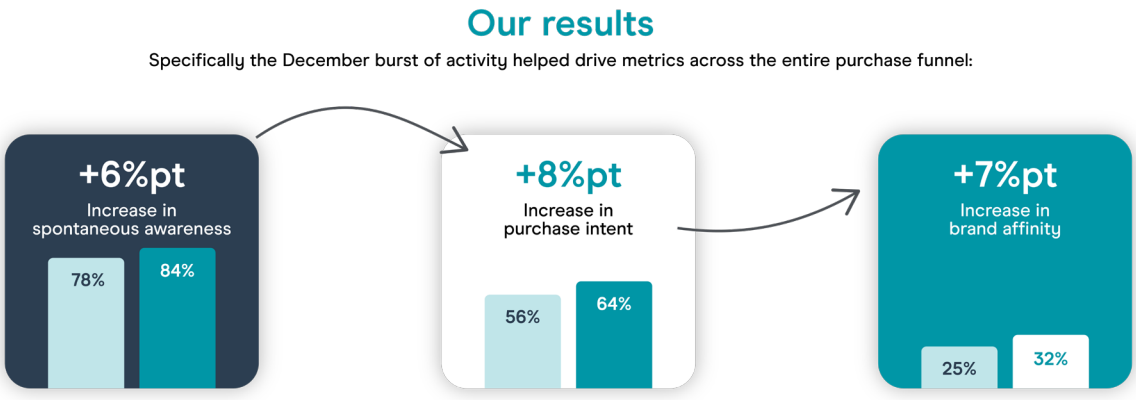
Using our Cross-Media Measurement System, On Device measured exposure to PepsiCo's campaign across TV, BVOD, OOH, Social Media and Digital Media.

Results from the study include:

1. Across Jul' – Dec' 2023, marketing efforts were successful in significantly moving the dial on brand salience and intent (+3%pt increase in prompted awareness and +4% pt increase in purchase intent)

2. Overall, AV channels drove visibility, whereas Meta and Radio were the most effective at building bottom funnel metrics

3. More specifically, combinations of OOH & Radio or OOH & Social drove the largest uplifts at the lower end of the funnel, over indexing on brand preference (118 and 111 respectively) and intent (117 and 108 respectively)



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Key checklist

1. Include brand lift measurement from the outset of campaign planning. It shouldn't be an afterthought, but clearly linked and tailored to the campaign objectives.
2. Understand where brand lift fits into the wider measurement toolkit and the benefits it provides in being a leading indicator to future sales.
3. Ensure questions around creative execution are included in your brand lift survey (ideally with open ended questions to help bring creative response to life)
4. Make sure you correctly target your audience and ideally ensure that your target sample is being measured passively.
5. Ensure that the data is cleaned and balanced upon the fieldwork stage ending.
6. Ensure that the data is tested for statistical significance where appropriate.
7. Have expert analysis included at the end of your brand lift study to allow actionable insights to be gathered and help inform future advertising strategy.

About OnDevice

On Device provides independent Brand Lift measurement to advertisers, planners and publishers. Our cross-media measurement system makes every aspect of brand advertising accountable. We measure the widest range of media to reveal the truth about brand advertising effectiveness, making solid recommendations to enhance future campaigns and removing uncertainty from media investment.

Visit: www.on-device.com/

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Ad-Testing

What is it?

One of the most fundamental questions for any marketer is: How do you know your advertising works? With 50% of ads failing to impact long-term market share, ensuring that your marketing investment isn't wasted is more important than ever.

Creative effectiveness is key, as campaigns that truly connect with audiences are far more likely to drive both immediate sales and long-term brand growth. Research has shown that creative remains the most important driver of advertising effectiveness, accounting for the largest portion of sales impact. In fact, even as other factors like targeting, reach, and recency have grown in influence, creative is still the single most significant element determining the success or failure of an ad campaign.

Ad pre-testing is a crucial step in evaluating an ad's potential before it launches. It involves gathering feedback from the target audience using methods like focus groups, surveys, and test markets. The goal is to assess the ad's messaging, design, emotional appeal, and overall impact. This process helps identify areas for improvement, ensuring the ad resonates with its audience, ultimately reducing the risk of campaign failure.

Over time, ad testing has evolved into a vital tool for predicting the effectiveness of ads and refining them before they reach the market. Different companies use various frameworks and metrics to assess ads, so it's important to find the approach that best fits your business needs.

Testing an ad through the eyes of its intended audience provides valuable insights, helping marketers make more informed creative decisions and improve the ad's chances of success—both in the short and long term.

When you should use it

67% of marketers say creativity is an extremely valuable competitive advantage. However, only 12% feel extremely confident they can convince their CFO to invest in it. That's the confidence gap.

Businesses that don't back creativity are leaving money on the table. But marketers don't always have the evidence or language to win that backing from the budget holders.

Testing can help close that gap. Testing early and often can give marketers the confidence to make the most effective creative decisions. And businesses can invest in brilliant marketing and know it will make money.

Creative designed for TV, digital, print, outdoor and audio channels can all be tested to help better understand and improve the performance of all elements of your campaign.

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Testing in the early stages of development can ensure that creative is heading in the right direction. Bringing in the consumer early means marketers get feedback from the intended audience which can guide future iterations of an ad so that the result is engaging and memorable for viewers. Giving your business the confidence that valuable time, effort, and budget is not being wasted.

You can predict and improve ad effectiveness throughout the development process by testing ads as scripts, animatics, rough cuts, and finished films. You might have different iterations of the same ad and want to know which will offer the best investment. Perhaps one uses voiceover more heavily while the other relies more on dialogue. Testing slightly different versions can highlight which ad elements are working in your favour.

Ad-testing is not just about selecting an ultimate winner. It's about improving that winner even further to extend its effectiveness and allow you to create with confidence.

How it works

Different ad testing companies have different frameworks and metrics for testing ads, and you need to work out what works best for your business. The following sections explain the System1 methodology.

Behavioural science demonstrates the power of emotion to drive growth. Thus, to measure **long-term advertising effectiveness**, System1 leverages psychologist Paul Ekman's seven universal human **emotions**: Happiness, Surprise, Sadness, Fear, Disgust, Anger, Contempt. And also add neutrality as an option as it's possible for people to feel nothing about an ad.

The approach differs from automated facial coding in that rather than relying on an algorithm to interpret how audiences feel, System1's Test Your Ad platform asks people to indicate how they feel about an ad shown to them. They select one of the seven basic emotions or neutrality from a pictorial scale; an exercise that favours the fast processing that mimics how consumers make brand choices in the real world. In this way, across a Nat Rep sample, it's possible to establish how an ad leaves people feeling.

System1's **Star Rating** predicts long-term brand growth based on an ad's creative quality. Star Rating is calculated by measuring emotional response to each ad.

Because Test Your Ad metrics are driven by emotion, they are the most predictive of business outcomes. This predictiveness is backed by **meta validations** for Star Rating which prove combining ESOV data with Star Rating is far more predictive of market share growth than ESOV alone.

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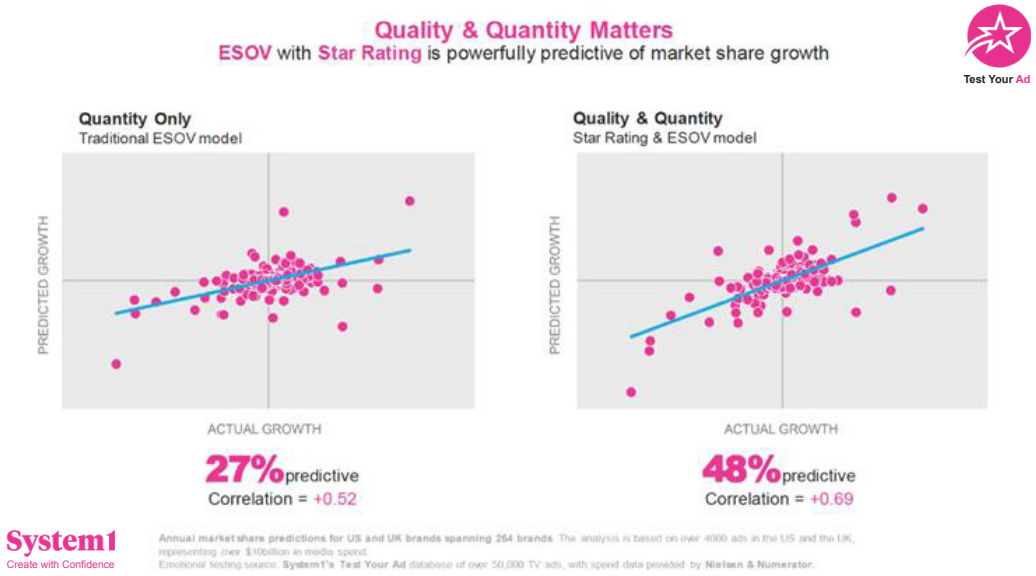

Test Your Ad also provides two more key metrics: Spike and Fluency.

- **Spike** is a predictor of short-term sales effect. It is determined by the intensity of emotion that a consumer feels (irrespective of what that emotion is) and the speed of correct brand attribution.

- **Fluency** indicates the strength of branding. Consumers are asked to identify which brand the ad was for. Fluency is expressed as the % of people recognizing the brand by the end of the ad.

Taking these three metrics together, marketers have accurate predictions for growth and actionable improvements to make **creative decisions with confidence**.

What are the key deliverables?

System1's Test Your Ad (TYA) platform enables brands to see how their creative performs with audiences by measuring emotional response and offers creative guidance to improve the result.

When you test an ad with System1, the next day you'll receive a report outlining your ad's Star Rating (predictive of long-term brand building), Spike Rating (predictive of short-term sales performance) and Fluency Rating (strength of branding). You'll see the FaceTrace which reveals the second-by-second emotional response to your ad, as well as the FluencyTrace which shows second-by-second strength of branding.

These tests include a NatRep sample as standard so you can see how your creative performs against other relevant category ads in a database of 165k+ ads globally.

If you want to understand even more about your ad, there are options which allow you to put the ad in front of custom audiences and compare the response to a Nat Rep audience. Ensuring you are on brief and hitting the creative bullseye for a specific target audience.

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These reports also break down the types of happiness felt by people watching your ad, ranked according to their ability to drive business effects for the brand. You get the reasons why people felt the emotions evoked, a list of key attributes associated with the ad, and left and right brain features present in the ad.

Whichever testing methodology you opt for, don't see the results as marking your creative's homework. Ad testing results are a springboard. Learn what's working and where there might be room for improvement, like story arc, the inclusion of fluent devices, soundtracks and more.

How to read the results

Firstly, consider Emotion. Emotional campaigns are more profitable in the long term. So, how well does the ad create positive feeling? What is driving any negative emotion? What are people feeling?

Then, you must look at Fluency. Is your brand quickly and easily recognisable? Is your ad making effective use of distinctive brand assets to boost that fluency?

Once you understand those key metrics, it's time to action the results by identifying which levers you can pull to boost the emotion and/or fluency of your ad.

Here are a few worth considering:

- **Story**: Does the story arc have a peak-end? Would editing improve its impact? Research shows that positive endings help create positive memories and associations which in turn create positive emotional connections to the brand over the long term.
- **Characters**: Are the characters engaging? And is there connection between them?
- **Music**: What emotion does the music create? Music is an incredibly powerful component in advertising – not just for how popular the track is but also how well it fits and complements the visual story that is playing out.
- **Communication**: How are both characters and consumers being addressed? Is it through voiceover or dialogue? Having interactions between the characters, through dialogue or expressions, can make the story more intriguing to viewers.
- **Pace**: Ads shouldn't use too many fast cut scenes, as this makes it difficult for viewers to follow. A fast, rhythmic soundtrack can also contribute to general hecticness. A single narrative with scenes unfolding is easier to follow and capture viewers' attention.

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Case Study

Singing Crabs a Debut Hit for OceanSaver

An excellent illustration of how pre-testing can impact creative output is the case of OceanSaver, a new-to-TV brand.

OceanSaver are a young laundry brand – they were only founded in 2018, with a mission to (you guessed it) save ocean life from plastic pollution. Their flagship product is their eco-friendly laundry capsules, proudly plastic-free, and they've used crowdfunding and community growth to get to the stage where they're ready for their first TV ad. The commercial is a textbook example of how a new-to-TV brand can make an impact with their first ad and set themselves up for future success too.

When OceanSaver approached System1 in 2023 with their upcoming creative featuring a group of sea-shanty singing crabs, they aimed to assess several key factors. These included whether entertainment and humour resonated in a category primarily dominated by rational messaging, if the pack design effectively signalled the brand, if messaging was clear to consumers, and if the environmental message connected with them. The initial test yielded a respectable 3.7 Star Rating, promising short-term sales potential, and a notable 69% brand recognition. This gave the Ocean Saver team confidence that the creative emotionally resonated, while also highlighting opportunities for optimisation.

Following the initial test, OceanSaver made several enhancements to their creative. They added additional pack shot frames to improve brand recognition, refined the audio for better comprehension of the sung words, and simplified the end frame to enhance the clarity of the final message and brand signal.

The results were remarkable, with positive improvements across all metrics. The Star Rating soared to a strong 4-Stars (compared to a 2023 new-to-TV average of 2.3 stars), placing the creative among the top 5% of UK Laundry ads ever tested for long-term brand building potential. Short-term sales potential also saw a significant increase from good to strong, while fluency (brand recognition) experienced a notable 12% uplift.

"When launching a TV advert for the first time, the stakes were high, and its success weighed heavily on our minds. Thanks to System1's pre-testing and consultancy, we not only benchmarked the creative against industry norms and new-to-TV standards but also pinpointed features to optimise the final output. While adjustments were subtle, their impact proved significant, particularly in enhancing fluency (brand recognition) and message clarity. Having this foresight was invaluable, empowering us to move forward with confidence in our creative vision." Andy George - Creative Director at Hearts&Minds

View Test Your Ad Report

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Key checklist

1. Test early and often – Judging through the eyes of the intended audience in the early stages of development allows you to make effective creative decisions with confidence.

2. Familiarise yourself with the metrics - Look for an ad testing platform that keeps the metrics simple yet rooted in evidence as part of your ad testing strategy. Emotion-based metrics are better at predicting campaign success because the more people feel, the more people buy.

3. Test multiple versions - You can also use testing for film, audio and static ads within the same campaign to ensure that a similar emotional response is being felt for TV, radio, print, digital, and outdoor activations.

4. Leverage custom audiences - Whether it's a product that is being marketed specifically to women, older adults, or an ad focusing on the disability community, there are opportunities to test with custom audiences so you can compare how your marketing is performing among a target group and the public.

5. Improve through guidance - Being able to lean on experienced research teams can help your organisation learn what's working and where there might be room for improvement, like story arc, the inclusion of fluent devices, soundtracks and more.

6. Compare with others in your category - Testing your own creative is a great way to understand how it will impact your brand health over the long term. It's also important to watch how your competitors' ads are performing to determine if they're likely to gain, lose or maintain market share.

7. Read relevant industry thought leadership to help unlock advertising effectiveness insights that can supercharge your campaign. Orlando Wood's Lemon and Look out are a great place to start if you're looking to create advertising that entertains for commercial gain.

About System1

System1 is The Creative Effectiveness Platform that quickly harnesses the power of emotion to drive growth for the world's leading brands.

Our Test Your Ad (TYA) and Test Your Idea (TYI) solutions quickly predict the short-and-long-term commercial potential of ads and ideas, giving marketers the confidence that their creative concepts will resonate with consumers and drive profitable commercial growth. Complementing TYA and TYI is Test Your Brand (TYB) which measures the impact of ads and ideas on brand health.

With a database of over 100,000 ads, System1 allows brands to compare their ads against competitors, and System1's expert guidance helps brands improve the effectiveness of ads and ideas.

System1 was founded in 2000 by Founder & President John Kearon and has operations in Europe, North America, Brazil, Singapore and Australia.

Visit: system1group.com

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Brand Tracking

What is it?

Brand measurement is a way to understand a brand's strength, reputation, and impact on consumers. By monitoring key metrics—such as brand awareness, customer satisfaction, and purchase intent—brands and agencies gain valuable insight into how a brand is perceived, how well it connects with its audience, and how it stacks up against competitors.

For both brands and agencies, brand measurement provides a clear, data-driven method to shape and refine brand strategies. It allows teams to pinpoint effective messaging, assess campaign impact, and adjust strategies based on real-time consumer feedback. This approach reveals whether marketing and PR efforts are driving awareness, favourability, and loyalty.

With continuous brand tracking, brands and agencies stay ahead of shifts in consumer sentiment, addressing potential issues early and reinforcing positive brand perception. By regularly measuring these metrics, they can make well-informed decisions that strengthen brand resilience and foster long-term success.

When you should use it

Brand measurement is key both for understanding your brand's long-term performance and for optimising individual campaigns. It provides insights into brand health and benchmarks your position against competitors.

Long-term brand performance: Ongoing brand measurement helps you track key metrics such as awareness, consideration, and customer satisfaction in real time. This establishes a clear understanding of your brand's overall health and allows you to benchmark performance against competitors and industry standards. By identifying trends and shifts, you can refine your strategy to drive sustained brand growth.

Before launching: Pre-testing is essential when preparing for major campaigns, product launches, or rebranding efforts. It helps establish a baseline and set clear goals for success.

Brand measurement is also key in times of crisis or negative media coverage. Tracking changes in real-time lets you respond quickly, making adjustments to protect and strengthen the brand.

By using brand measurement strategically, you can foster lasting trust, optimise campaigns, and ensure long-term brand success.

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How it works

Brand measurement uses surveys, continuous tracking, and analysis to give a clear picture of how people see a brand, how likely they are to engage with it, and how these perceptions change over time. By looking at trends, comparing to competitors, and breaking results down by audience segments, brands can better understand their strengths and areas to improve.

1. **Survey-based insights**

   Surveys capture what people think and feel about a brand. By reaching a mix of current customers and the general public, they help brands see how they're performing, both overall and compared to competitors. Surveys also allow brands to track how well they're doing in different regions or among key sub-audiences.

2. **Long-term tracking**

   Continuous tracking shows how brand perceptions shift over time. Whether it's the launch of a campaign, a major announcement, or a PR crisis, this approach helps brands see what's working and spot potential problems early. Tracking also highlights how perceptions differ between groups like age, gender, or region.

3. **Benchmarks and competitor analysis**

Comparing results to competitors helps brands understand where they stand in the market. By combining this with global insights, brands can identify strengths, find gaps, and make changes to stand out.

Key performance indicators (KPIs)

Brand measurement tracks several KPIs to give a complete picture of performance:

- **Awareness:** How many people know about the brand and its campaigns.
- **Consideration**: Whether people are open to buying from the brand.
- **Purchase intent:** How many people intend to make a purchase.
- **Recommendation:** Whether people would recommend the brand—or tell others to avoid it.
- **Advertising awareness:** How many people remember seeing an ad.
- **Customer satisfaction:** How happy people are with their experience of the brand.
- **Word of mouth:** What people are saying about the brand.
- **Quality and value perceptions:** How people rate the brand's quality and value compared to others.

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These KPIs can be measured at both a global and local level, allowing brands to track overall performance while identifying differences across key markets and audience groups. This dual view helps brands adapt their strategies to different regions and customer segments while staying aligned with their broader goals.

What are the key deliverables?

The key deliverables in brand measurement provide a comprehensive view of a brand's health, audience impact, and campaign effectiveness. Below are the primary outputs brands can expect:

1. **Brand health report**

   A foundational deliverable, the brand health report tracks key metrics like awareness, sentiment, purchase intent, and customer satisfaction. It highlights trends over time, providing insights into how the brand is perceived by its target audience and pinpointing areas for growth to drive loyalty and engagement.

2. **Campaign effectiveness**

   This examines how specific campaigns have impacted key metrics like awareness, consideration, and preference. Pre- and post-campaign tracking provides context on brand lift and engagement, with comparisons to benchmarks, norms, or previous campaigns to assess performance and guide future creative decisions.

3. **Audience insights and segmentation**

   A deep dive into the demographic and psychographic makeup of a brand's audience, this deliverable helps identify the most engaged and loyal customers. It also reveals their media habits, values, and purchasing drivers, enabling brands to create more targeted and effective strategies.

4. **Competitive benchmarking**

   This deliverable compares a brand's performance against competitors within its category and aspirational brands outside its category, providing further context on strengths and growth opportunities. By analysing similar metrics across peer and aspirational brands, it highlights areas where the brand can differentiate itself and improve.

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How to read the results

To make the most of brand measurement results, follow these steps:

1. **Interpret key metrics**

   Start by examining core metrics such as awareness, consideration, purchase intent, and recommendation. Compare results to historical data, benchmarks, and consumer expectations to understand performance. Evaluate shifts within the broader context of category trends and consumer behaviours. For example, is a shift in brand peformance reflective of a campaign, or part of a wider category trend? Similarly, assess whether performance aligns with key customer needs or areas known to drive brand growth.

2. **Analyse campaign effectiveness**

   Review how campaigns influenced key metrics. For instance, if awareness increased but consideration lagged, it might suggest the campaign attracted attention but failed to drive deeper engagement. Use these insights to refine future messaging, ensuring it resonates with customer priorities and includes stronger calls to action.

3. **Segment and prioritise audiences**

   Break results down by audience segments to identify those most engaged with your brand. Focus future efforts on these groups, tailoring messaging to strengthen loyalty and deepen connections.

4. **Establish actionable next steps**

   Create a targeted action plan based on insights. If purchase intent is low, run campaigns to highlight product benefits or build credibility. If a competitor excels in customer satisfaction, consider strategies to enhance your service experience.

By consistently reviewing and acting on results in context, brands can adapt to changes, meet consumer expectations, and drive growth.

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Case Study

Business challenge

Globally operating aviation group Lufthansa wanted to complement brand-relevant insights from internal customer satisfaction surveys to get a more comprehensive picture of their brand perception. For this, Lufthansa needed to collect highly up-to-date, valid, and reliable data on their external brand perception. At the same time, the brand needed robust insights into the brand perception of competitors through a uniform survey methodology.

Solution

YouGov's flagship brand tracking platform, YouGov BrandIndex, provided valuable business insights across the entire market. Furthermore, with historical data ranging back over 15 years, the depth and breadth of intelligence provided by this solution enabled far-reaching analyses to understand why the Lufthansa brand developed the way it did.

Lufthansa were able to track performance across key metrics, including general impression, quality, value for money, employer image/reputation, customer satisfaction and willingness to recommend.

YouGov's brand tracking platform has been integrated into Lufthansa's day-to-day business, enabling them to access the desired daily brand health tracking data. Tracking across sixteen metrics, the tool provides the latest information about not only Lufthansa's image, but also allows them to successfully benchmark against competitors within their industry.

Business outcome

The KPI-based brand tracking of YouGov's brand tracking platform provided Lufthansa with comprehensive, always up-to-date information on brand perception among existing and potential customers, individual target groups, and the total population.

Through YouGov's extensive data on direct competitors and relevant companies in other sectors, Lufthansa could analyze their daily performance against other service providers in the airline industry.

Based on continuous tracking and extensive historical data, Lufthansa was able to react quickly to short-term changes, identify long-term trends and use them for the strategic management of brands and external communications. In particular, the constant use of YouGov's platform allowed Lufthansa to gain an in-depth understanding of the brand's development trajectory and attribute its success accordingly to the respective communication measures.

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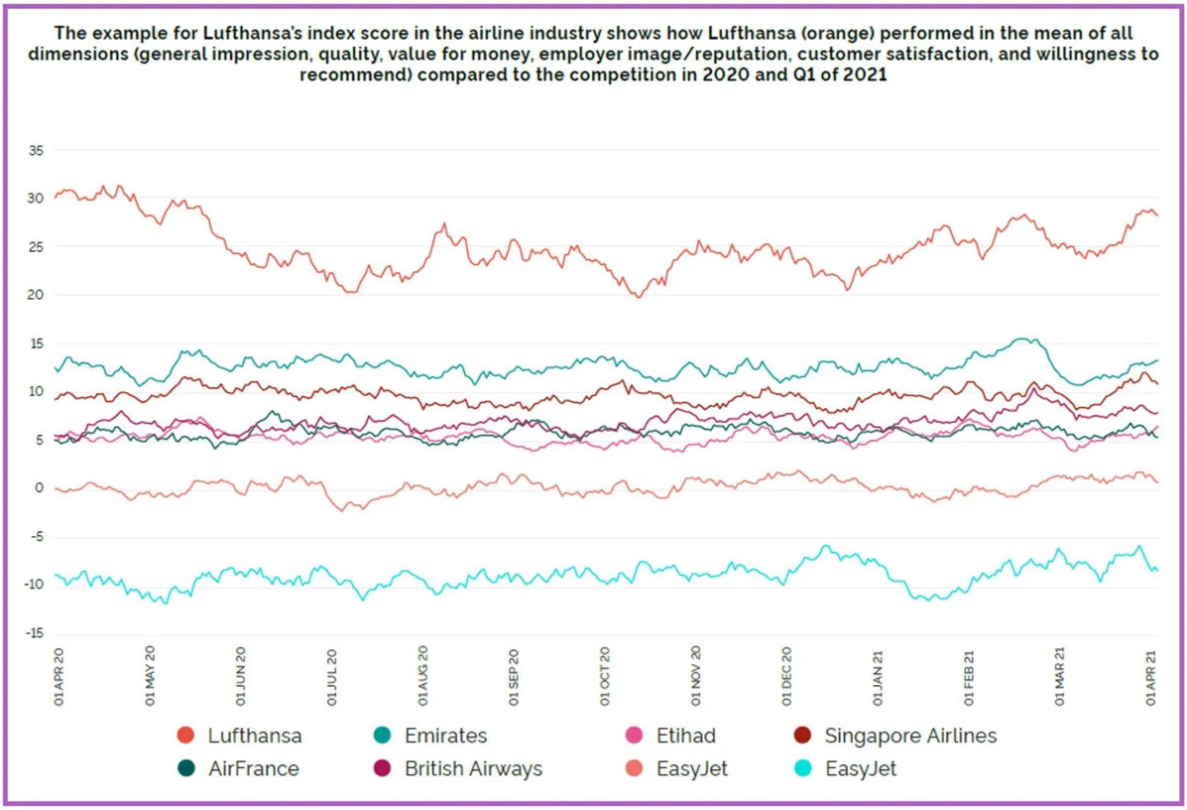

Key checklist

- **Define clear objectives**
  Set specific goals (e.g., increase awareness, boost engagement) to guide analysis and track progress.

- **Select the right metrics**
  Choose metrics that align with your objectives, such as awareness, purchase intent, or brand loyalty, rather than tracking too many indicators that can dilute focus.

- **Ensure data quality**
  Use high-quality, representative data to avoid inaccurate insights. Check for consistency across data sources.

- **Choose the right model**
  Match the method (MMM for longer-term insights, MTA for attribution) to your goals and resources to avoid unnecessary complexity.

- **Allow time for testing and calibration**
  Test your model and make adjustments early on to ensure it reflects real-world behaviour.

- **Interpret results in context**
  Brand performance may be influenced by external factors like seasonality or competitor campaigns. Adjust your analysis to account for these.

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Pitfalls to avoid

- Overcomplicating with too many metrics
  Stay focused on key insights to avoid analysis paralysis.

- Not setting a baseline
  A baseline is essential to track the impact of campaigns accurately.

- Ignoring attribution bias
  Beware of over-crediting one channel; use multi-touch attribution to gain a complete picture.

About YouGov

YouGov is a global research data, and analytics group. Our mission is to offer unparalleled insight into what the world really thinks and does. With operations in the US, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

Above all, YouGov is powered by reality. That stems from a unique panel of millions of registered members across 55 countries, encapsulating some 18 million shopping trips and millions of interconnected data points. Our unique approach to recruiting and engaging with our panel, combined with our state-of-the-art technology platforms, enables us to deliver real-world, real-time insights that lead to better decision-making and a competitive advantage for our clients.

As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are consistently one of the most quoted market research sources in the world.

YouGov /Research Reality

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Measurement on a limited budget

The previous chapters have introduced you to a number of approaches to measurement that will help you to gain a better understanding of how marketing budgets are driving business outcomes and ultimately make it easier to justify budgets for more sustainable and incremental business growth.

However, some of these require new skill sets to be brought into a business, or partners to be found with the expertise and can be costly to implement. So, whilst your considering how best to move forwards, below are our top tips on how to build a culture of measurement and set yourself up for success:

Identify the metrics that matter and Re-connect your marketing and media outputs to overall business objectives

Review what your business is trying to achieve, with objectives generally falling into 3 categories:

Volume – actual number of sales or whatever the ultimate conversion event is.

Value – The revenue attached to the conversion events

Profit – The margin being made on each conversion event

Whilst businesses always need to have a combination of all 3 to succeed, 1 will always be the priority, and depending on the situational nuances of a business, it's size and the market in which it operates, the ability to shift them all is unlikely. Consider which media metrics are most likely to relate to the valued outcomes you are working towards and ensure those are being optimised.

Create a measurement framework

A key issue in the digital age and the focus on last click measurement, has been that the vast majority of media contribution to business outcomes has been completely missed, particularly outside of the bottom of the funnel.

We need to work to make sure there is an understanding of how our marketing spend is impacting mid and upper funnel outcomes, by being clear about what metrics we expect to shift and then have the methods in place to monitor and measure those shifts.

You can create a simple measurement framework by thinking about:

1. What is the "job to be done" at each stage of the customer journey and how will your channel selection and messaging contribute to achieving that?

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2. What is the business or brand KPI that you would use to identify success against each of those jobs? It could be a shift in brand metrics, additional traffic to site, site pages visited etc.

3. What media KPI is likely to relate positively to those business or brand metrics? Unique reach, Video Completion rates, click through rates, viewability are all quality indicators that your advertising is actually reaching incremental new consumers.

Invest in Experimentation

An increasingly valuable approach is to use geographic based testing, sometimes called Incrementality testing.

In this approach, a test is designed with one set of multiple geographic regions running the test and another set of geographic regions running the control. The analysis then determines the difference in performance vs prediction in the test regions and in the control regions and whether the difference is significant. It's important to note, this is NOT just an AB test and requires input from a data scientist to design the test, using some historical data. Whilst primarily developed for digital channels, Incrementality testing can be used for any media that can be bought on a post code level basis and can be used to test to a very granular level, including bidding approaches and creative messaging.

And finally, don't let perfect be the enemy of done.

A great starting point is to look at simple correlations between Paid Activity you are running (on or offline) and some of the following metrics which often have paid effects mis-attributed to them and act as leading indicators for consumer interest and intent.

- **Brand Search query volumes** – indicating increased brand interest, aligned to increased brand visibility in other channels.
- **Increases in Direct, Referral and Organic traffic in GA4 (or other web analytics platforms)** – Often beneficiaries of indirect effects of paid media, look for increases in these figures alongside new or increased paid activity.

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About the DMA

The Data & Marketing Association (DMA) comprises the DMA, Institute of Data & Marketing (IDM) and DMA Talent.

We seek to guide and inspire industry leaders; to advance careers; and to nurture the next generation of aspiring marketers.

We champion the way things should done, through a rich fusion of technology, diverse talent, creativity, insight – underpinned by our customer-focused principles.

We set the standards marketers must meet in order to thrive, representing over 1,000 members drawn from the UK's data and marketing landscape.

By working responsibly, sustainably and creatively, together we will drive the data and marketing industry forward to meet the needs of people today and tomorrow.

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