

# Brand Lift Study

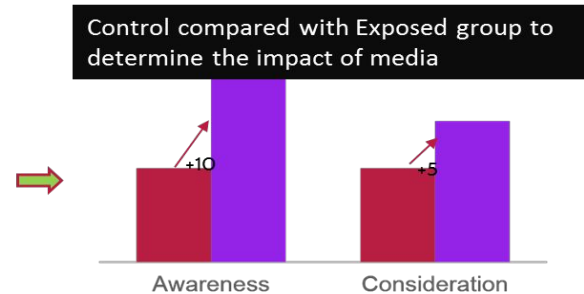
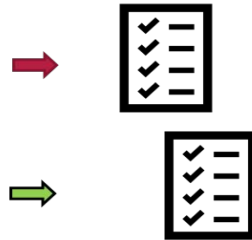
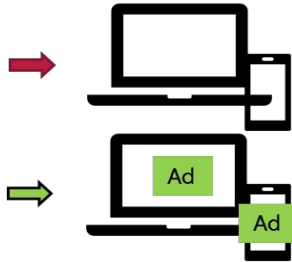
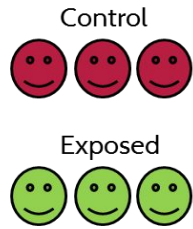
# Brand Lift Study

**Brand Lift Study** is a measurement of the direct impact your ads have on perceptions and behaviors throughout the consumer journey.

With BLS, you can see how your ads impact the brand metrics that matter, including **lifts in brand awareness, ad recall, consideration, favorability, and purchase intent.**

# Methodology for a Brand Lift Study

1. **The BLS is setup, by creating an exposed group (visitors who saw an ad)** using Impression trackers in the creative (Display banners).
2. **An audience list** of all visitors who were served the ad is hence created.
3. **The control group (site visitors who did not see the ad)** is created by excluding the exposed group from all the visitors on the relevant sites (where the ads were served) that day.
4. A questionnaire is co-created with client stakeholders.
5. **We then surveyed these groups with brand/communication related queries.** The observed deltas (differences) between the two sets of responses will show the impact of the branding campaign on brand parameters.



Sample Groups

Users exposed to campaign

TIL serves survey

Lift Analysed

# Research Brief & Creative Banners

To proceed further, we kindly ask you to update the [attached brief](#). This will enable us to tailor the questionnaire according to your specific requirements and brand attributes.

Please submit the creative banners in the following sizes in JPEG format:

- **Creative 1: 1280x960**
- **Creative 2: 300x250**

# Survey Questionnaire Guidelines

1. Maximum 5-6 Questions per survey basis the client brief/ Brand attributes to be studied
2. Not more than 2 demographic/ geographic questions
3. Atleast have 2 upper funnel questions & rest all based on client requirement
4. Sample Questionnaires - Can be found in this Slide
5. Once Questionnaire is approved by client (to be shared with sales who further share it with client), Survey is to be created in Alchemer platform



## An Upper Funnel Solution

- Ad recall
- Aided Awareness
- Brand Familiarity



## A Mid to Lower Funnel Solution

- Brand Favorability
- Recommendation
- Product Consideration

# Some Generic Questions For Reference

## Brand Awareness

- "How familiar are you with [Brand Name]?"
- "Have you heard of [Brand Name] before today?"
- "Which of the following brands are you aware of?"

## Brand Recall

- "Which brands come to mind when you think of [Product Category]?"
- "Can you recall any brands related to [Product Category] that you've seen or heard recently?"
- "Within the past month, which brands do you recall seeing an advertisement for?"

# Some Generic Questions For Reference

## Brand Recommendation

- "How likely are you to recommend [Brand Name] to a friend or colleague?"
- "Would you suggest [Brand Name] to someone looking for [Product Category]?"
- "On a scale of 1 to 10, how strongly would you recommend [Brand Name] to others?"

## Brand Familiarity

- "How would you rate your level of familiarity with [Brand Name]?"
- "How well do you feel you know [Brand Name] and its products?"
- "To what extent are you familiar with the offerings of [Brand Name]?"

# Some Generic Questions For Reference

## Product Consideration

- "How likely are you to consider [Brand Name] when purchasing [Product Category]?"
- "Which brands would you consider when thinking about purchasing [Product Category]?"
- "If you were to buy [Product Category] today, how strongly would you consider [Brand Name]?"

## Brand Preference

- "Which brand do you prefer for [Product Category]?"
- "How likely are you to choose [Brand Name] over other brands?"
- "If you were to purchase [Product Category] today, which brand would you select?"



**TIMES  
INTERNET**

**Thank You**