IAB SLOVAKIA

Beyond clicks.

What 60,000 brand lift studies tell us
about the impact of digital advertising.

Sean Adams, CMO, Brand Metrics



Brand Metrics®

BRANDMETRICS.COM

A QUICK QUESTION

Who remembers this?



Calex

Made in Zlaté Moravce from 1950.
Two million by 1972.

13 years

The average time we keep a fridge or washing machine before replacing it.

55.6%

are replaced only because the old fridge has broken.

Source: Öko-Institut for the German Environment Agency (UBA), 2015. German data, 2004–2012/13.

THE 13 YEARS IN BETWEEN

The brand is chosen long before the old fridge breaks

THE 13 YEARS IN BETWEEN

Where the brand is chosen

YEAR 0

Buy a new fridge

Ads

seen at home, on the way to work, online

Articles

reviews and stories read

Kitchens

friends' and family's fridges

Shops

walked past, again and again

YEAR 13

Old fridge breaks

A QUICK QUESTION

Seen vs clicked

01

Ads seen yesterday?

Probably hundreds. On sites, apps, streets and screens.

02

Ads clicked yesterday?

Probably none. Most people almost never click.

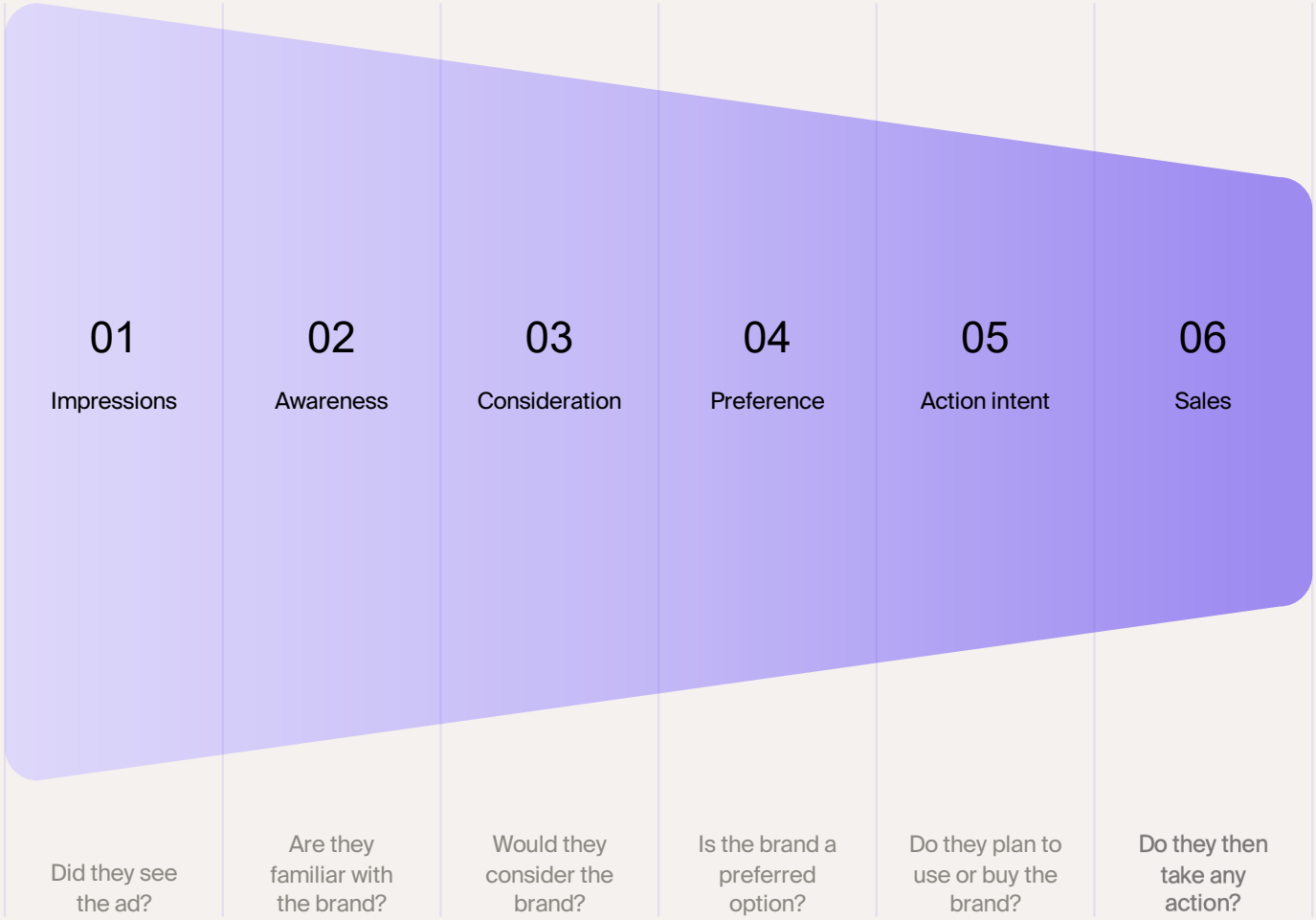
03

So what did the rest do?

They shaped how we feel about brands. That is what brand lift measures.

WHAT A CLICK CAN SEE

A click only sees the last step.



Brand lift measures the four steps in the middle, where brands are built, long before anyone clicks.

HOW BRAND LIFT WORKS

How we measure brand lift

On real websites, with real readers. No panels, no research lab.



1. See and ask

Who saw it, and how much

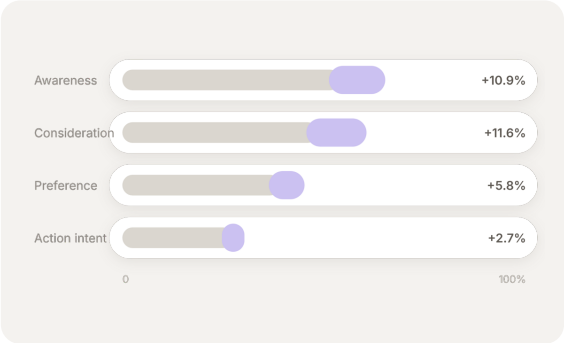
We record who saw the campaign and how often, then readers on the same site answer one simple question about the brand.



2. Compare

The difference is the lift

We compare people who saw more of the campaign with the brand's starting point.



3. Report

Simple, comparable results

Four scores, measured the same way on every campaign, so results can be compared.

THE DATA

Where today's numbers come from

60,000+
Brand lift studies since 2018

13 million+
Survey responses

60 billion+
Ad impressions tracked

36,000
Quality-checked campaigns behind today's findings

DATA FROM PUBLISHERS INCLUDING

The New York Times · FT Financial Times · Bloomberg · Schibsted · Hearst · Willhaben · krone.at · BurdaForward Das sind gute Nachrichten · People Inc. · dpgmedia

QUICK QUIZ

How many campaigns raised brand scores?

A

50%

B

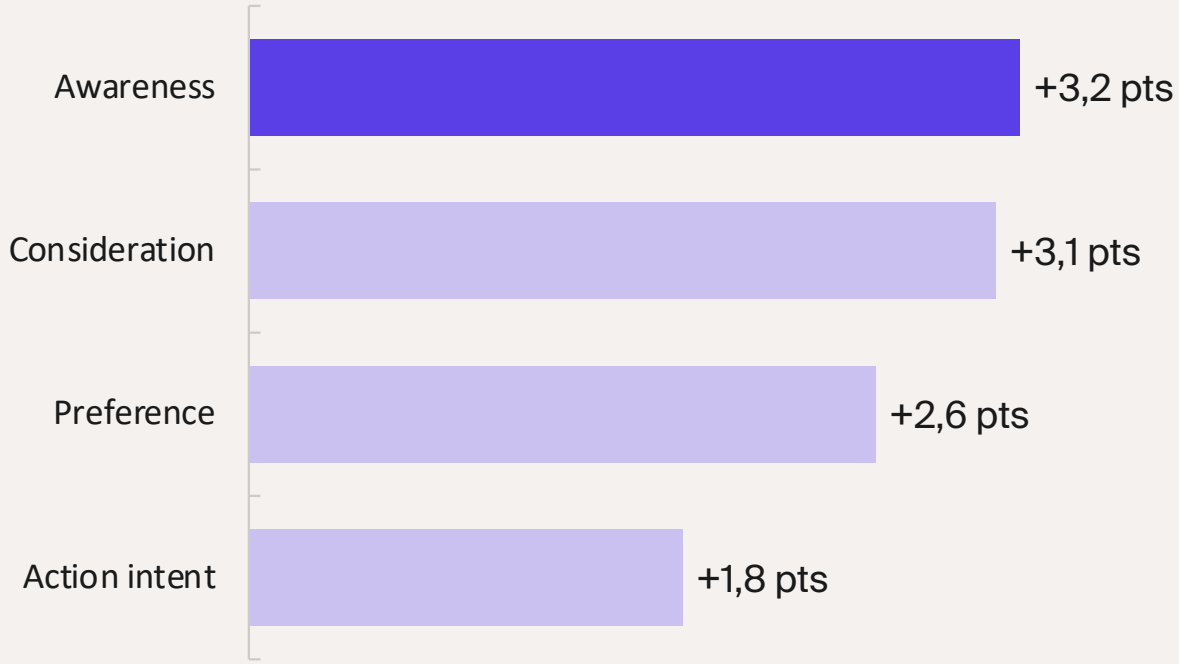
75%

C

97%

FINDING 1

Nearly every campaign moves the brand



Average lift per campaign, in percentage points

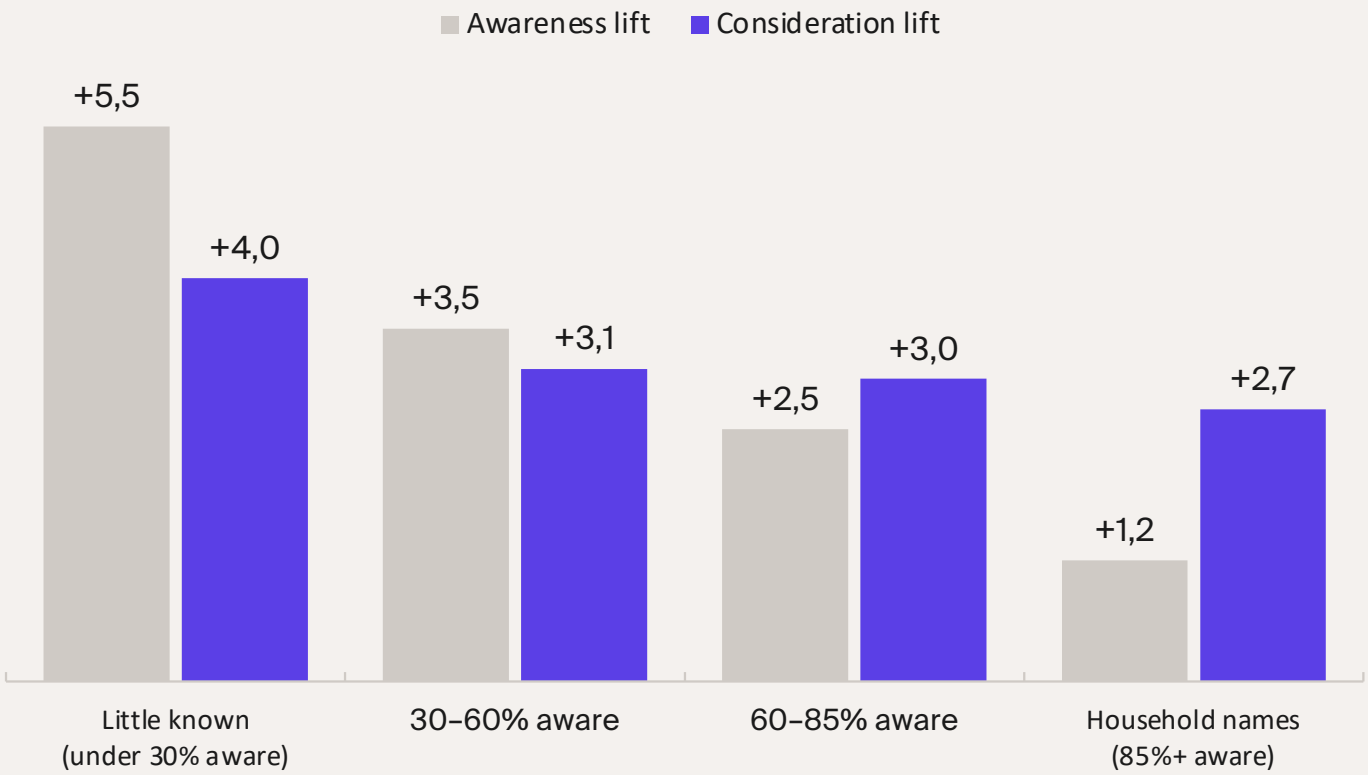
CAMPAIGNS THAT RAISED BRAND SCORES

97%

These results come from people who saw the ads, whether they clicked or not.

FINDING 2

Famous brands still grow in the middle



CONSIDERATION LIFT

+2.7

Even brands everyone knows still move people from 'I know it' to 'I'd consider it'.

FRIDGE CHECK-IN

Appliance brands build consideration between purchases



+3.4

points of consideration

vs +3.1 for all campaigns

+2.9

points of preference

vs +2.6 for all campaigns

181

large-appliance campaigns

measured since 2018

QUICK QUIZ

How much more lift does native content get than display?

A

About the same

B

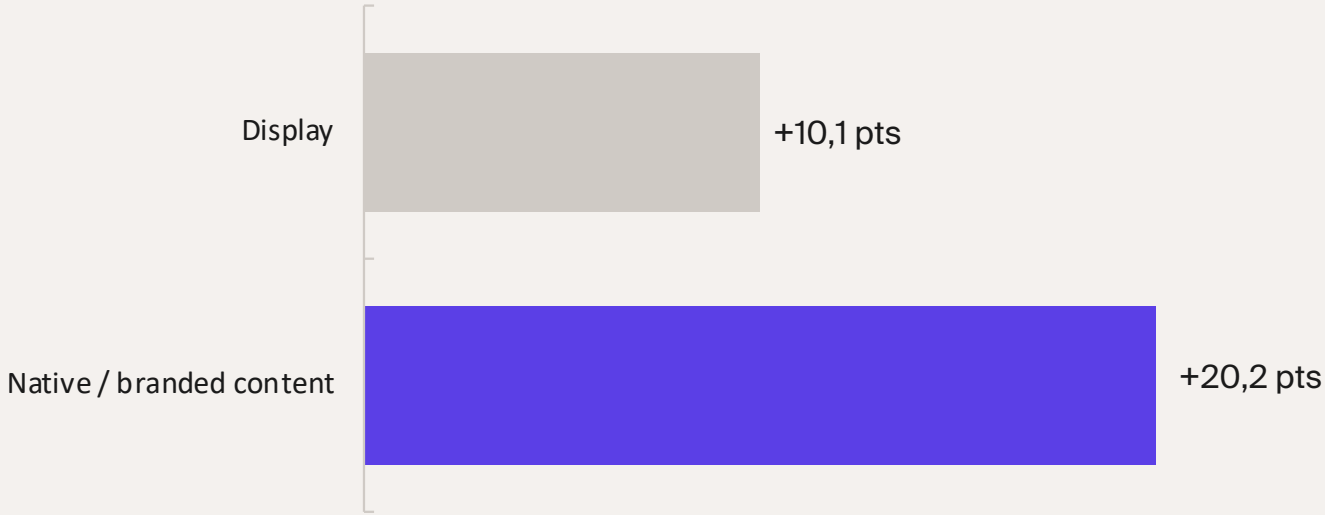
A bit more

C

Double

FINDING 3

Format matters: native content doubles the lift



Total lift = all four brand scores added together. Display: 33,476 campaigns; native: 2,018. Different campaigns, so read it as a strong direction, not a law.

NATIVE VS DISPLAY

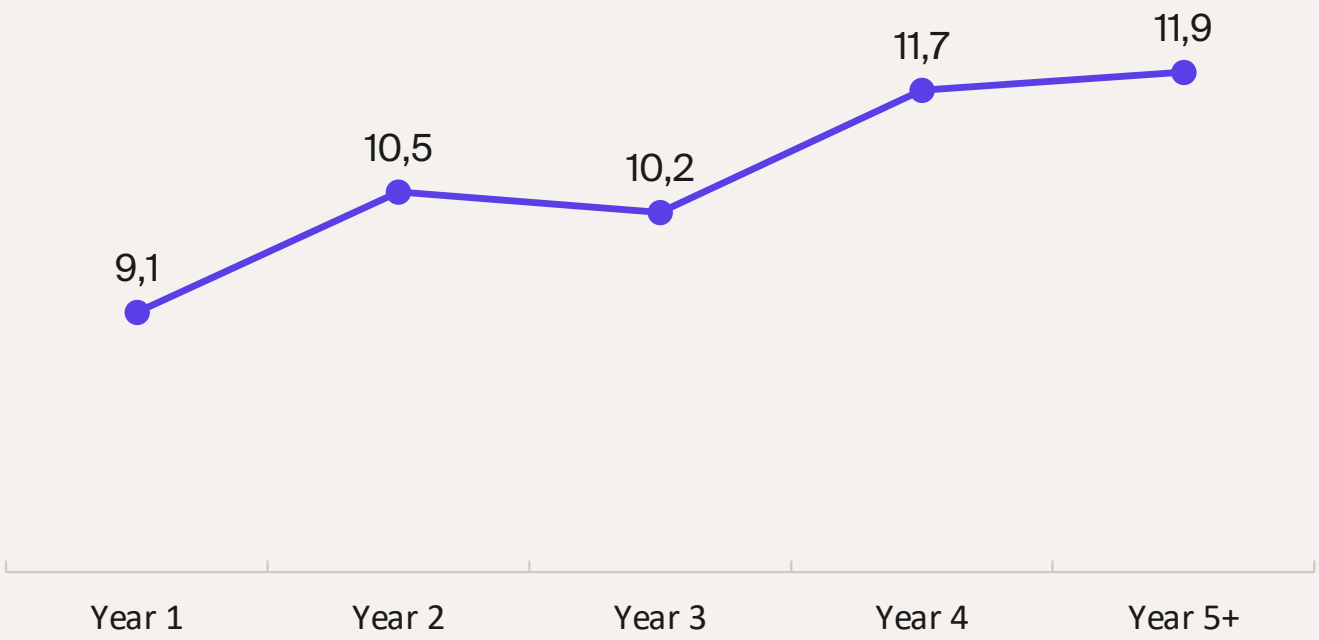
2×

Consideration more than doubles:

+6.8 points vs +2.9.

FINDING 4

The more you measure, the better you get



Average total lift by year of measuring · 42 publishers with 100+ measurements each

YEAR 1 TO YEAR 5

+31%

Action intent grows even faster: +46%.

Measurement isn't a report card, it's a training plan.

BACK TO THE FRIDGE

Clicks see one day only. Brand lift sees the 13 years.

THE 13 YEARS IN BETWEEN

Where the brand is chosen

YEAR 0

Buy a fridge

97%

of campaigns move the brand

+2.7

consideration, even for famous brands

+3.4

consideration for appliance brands

2×

the lift from native content

YEAR 13

The click

WHAT TO DO NEXT

Three recommendations

01

Measure the middle

Clicks show the last step. Measure awareness, consideration, preference and intent too.

02

Little and often

Measure many campaigns, not just the big ones. Every campaign teaches you something.

03

Feed it back

Use what you learn (formats, audiences, timing) to plan the next campaign.

Not “What did it cost?”

but “What did it achieve?”



THE FRIDGE IN YOUR KITCHEN

Which brand will you think of when yours breaks?

The work that wins that moment is happening right now, years before anyone clicks.

QUESTIONS?

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Sean Adams, CMO, Brand Metrics

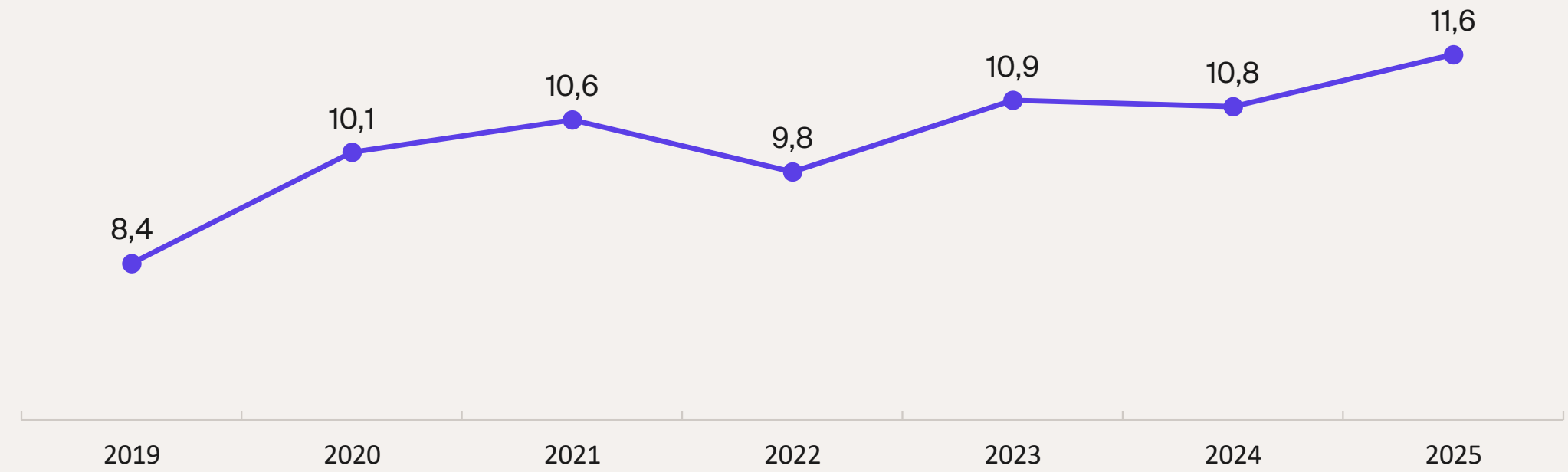
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BACKUP

Average brand lift has risen since 2019



Average total lift per campaign by start year (all four scores added), quality-checked campaigns