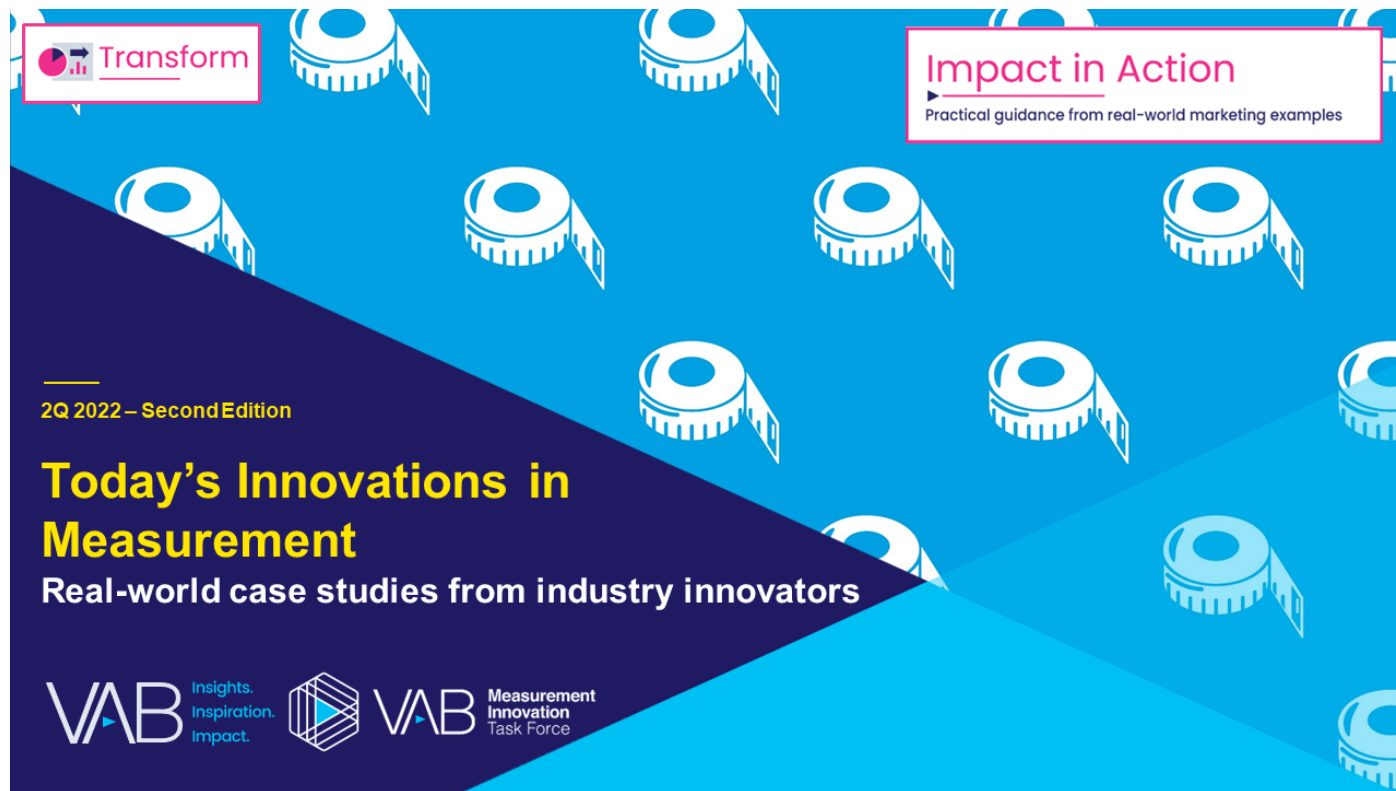


illuminating Media Impact with a Complete Cross-Platform View

Just Released!



Missed the Q1 case study collection? You can find those 13 case studies across 10 product categories [here](#).

VAB members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at theVAB.com.

Today's Speakers



Stephen Jepson
EVP, Sales Advertising
Effectiveness, DISQO



Leah Montner-Dixon
Associate Insights Director,
VAB

WHO WE ARE

**DISQO is the
platform for
understanding
every customer
experience**



EVERY
customer

- *Every customer you have*
- *Every customer you want*
- *Every competitor customer*

EVERY
interaction

- *Every message*
- *Every platform*
- *Every moment in the journey*

EVERY
outcome

- *Everything people believe*
- *Everything people do*
- *Everything people buy*

HOW IT WORKS

DISQO CX platform

Attitudes shared through surveys

Behavior collected passively across
all digital touchpoints

Software applications on the platform
for testing and measurement

100% of the DISQO audience has
fully opt-ed in and receives value
in exchange for their data



The platform

24M+

Lifetime audience members;
1.7M+ active quarterly

100M+

Surveys completed;
18M+ quarterly

40B+

Digital touchpoints;
3B+ quarterly

What can **our platform** do for advertisers and media platforms



Audience research

Access quality audience for opinion and behavioral research



Message testing

Test before you invest, from consumer trends to product concepts to creative...fast



Advertising impact

Close the gaps in your campaign measurement with cross-platform brand and outcomes lift

AD MEASUREMENT

Brand Lift + Outcomes Lift

100%

of DISQO's audience has a direct
fully-consented opt-in relationship
for advertising measurement



**Prove your campaign's value across the
funnel from brand awareness to sales impact**

Unified metrics and consistent methodology



**Eliminate campaign blindspots
with total cross-platform measurement**

Person-based methodology across TV, CTV,
social, mobile, and digital



**Future-proof your campaign
measurement from identifier disruptions**

meters directly on consumers' devices

Connecting attitudes + outcomes

DISQO is the only platform that evaluates campaigns on true performance by incorporating deep and granular attitudinal and behavioral data



AD VIEW

Brand awareness

Brand site visitation

Message association

Search

Brand attitudes

Competitor site visitation

Brand favorability

Review sites

Purchase intent

Ecommerce shopping

Measure the full consumer journey

Your advertising drives more than you can see. Get visibility into **how your advertising affects search, browsing, and shopping behaviors** across time. Now, you can use millions of digital touchpoints to measure & improve marketing efforts



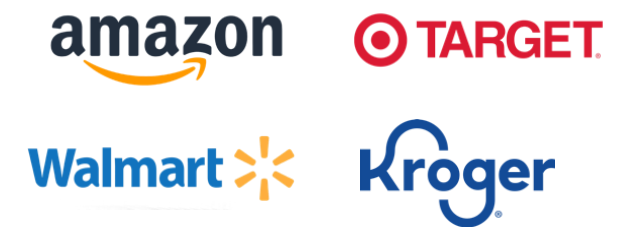
Search



Review sites



E-commerce shopping



BRAND + OUTCOMES LIFT

Complete cross-platform measurement



Linear TV



OTT/CTV



OLV



Digital



Social Media

Companies like
you are using the
DISQO CX platform

P&G

hulu

NBC  **UNIVERSAL**

vevo

A&E

 **CBS**

 **iHeart**
MEDIA

OMG Omnicom
MediaGroup


PUBLICIS
GROUPE

CONDÉ NAST

 **Media** Storm

 **PURINA**

 **havas**
media

 **UM**

SPARK
FOUNDRY

Case study

With a **complete cross-platform view**, one agency illuminated strong media impact for a top tech client



THE CHALLENGE

A tech company needed to stop optimizing in the dark

A major ad agency had run brand lift studies with nearly every provider and still had significant measurement gaps across publishers and platforms

For a campaign on mobile and desktop social (including YouTube), TV, sponsored content, and earned media; the agency needed a complete view of campaign impact

Complete means going beyond brand recognition to drive down-funnel behaviors

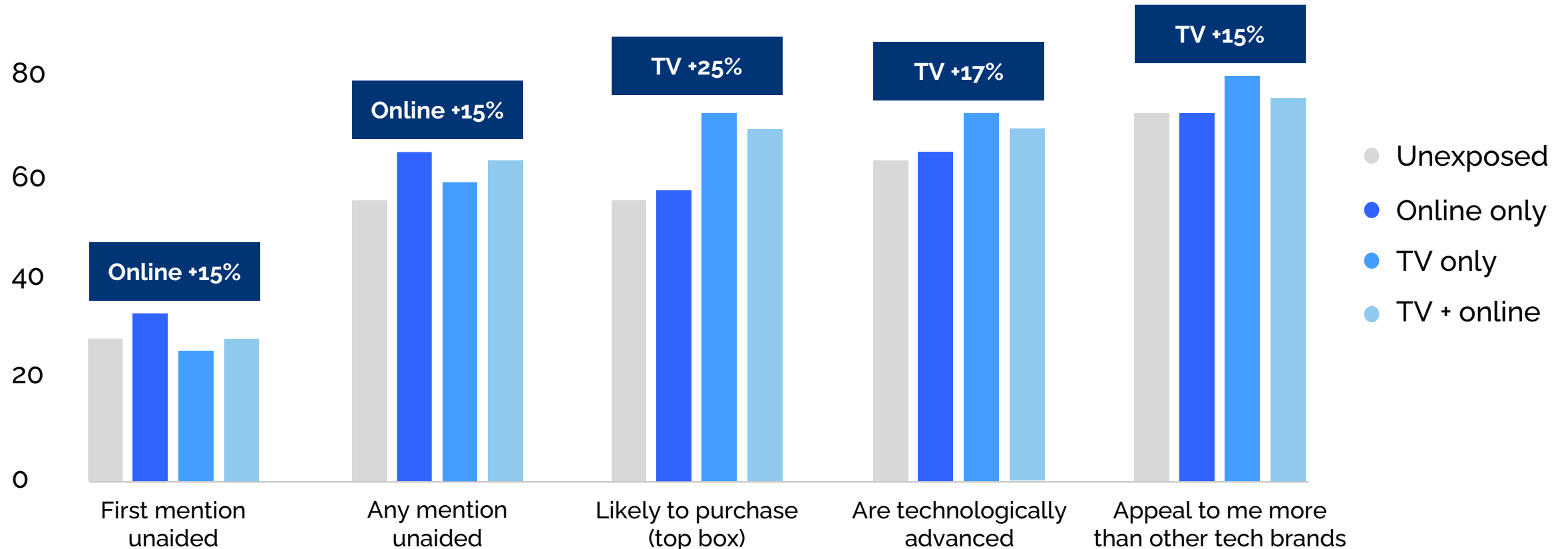


THE IMPACT

The media mix is greater than the sum of its parts

KPI impact by platform

Across all attitudinal, perception & persuasion metrics



Outcomes Lift measurement showed campaign success beyond awareness

THE PLATFORM SHINES

Audiences were

2.3X

more likely to search
for the technology after
campaign exposure

SOCIAL PURCHASE LIFT

Social audiences were

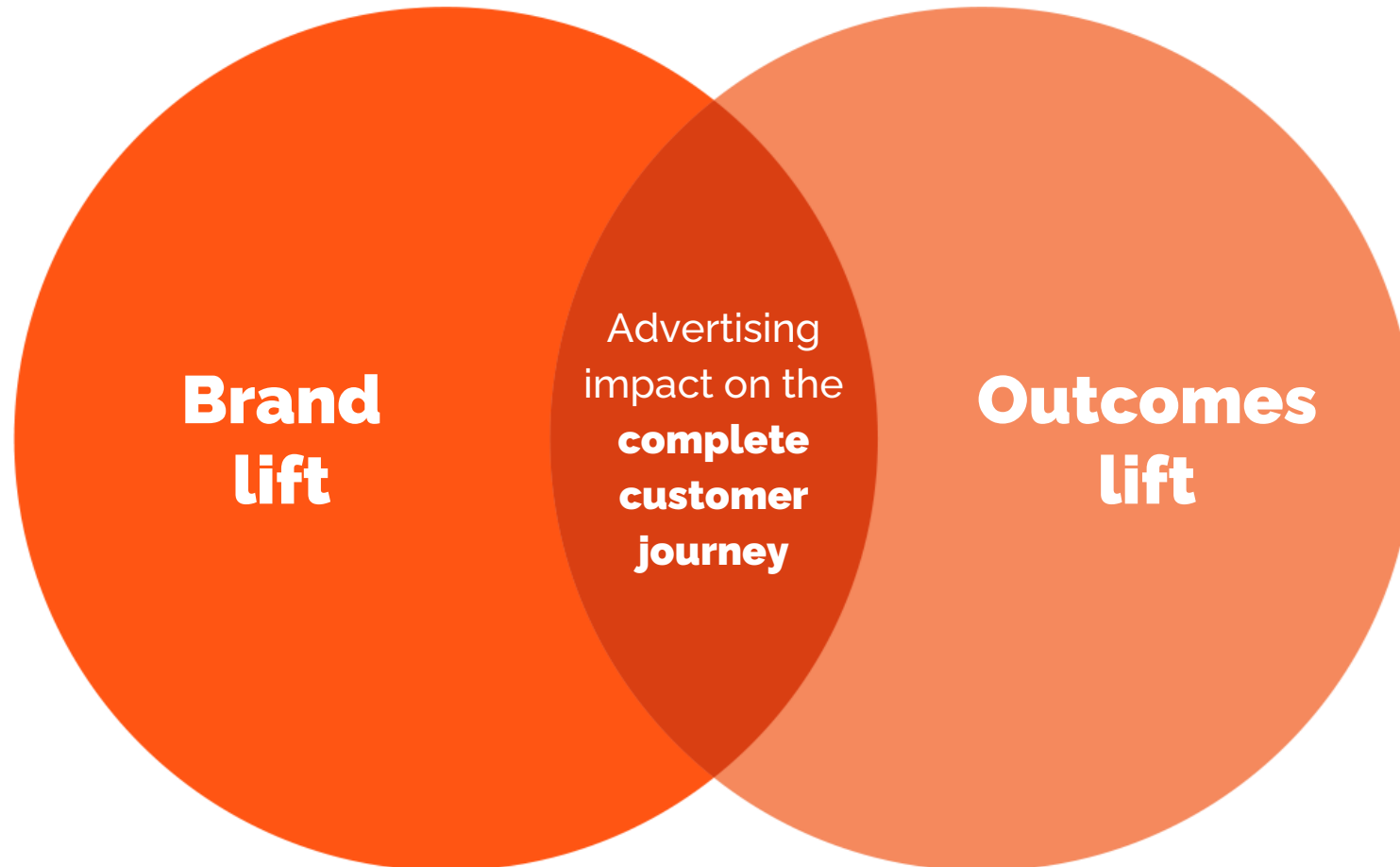
36%

more likely to purchase
the client's products

BRINGING IT ALL TOGETHER

DISQO advertising measurement

Fully consented, person-level data across all platforms



Guidance for Marketers

You need a **single-source full-funnel measurement** in order to compare channels fairly and effectively

Prioritize coverage **across all channels**, including TV, CTV, OLV, Display, Mobile, Social

Combining attitudinal and behavioral measurement allows you to make more informed decisions by linking campaign directly to consumer action

Q&A

For more information,
contact us at hello@disqo.com

Thank You!

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.

