



You Need to Measure Lift *and* Reach if you want to Understand Brand Impact

Today's Speakers



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Just Released!



Untangling Terminology Within Video Measurement

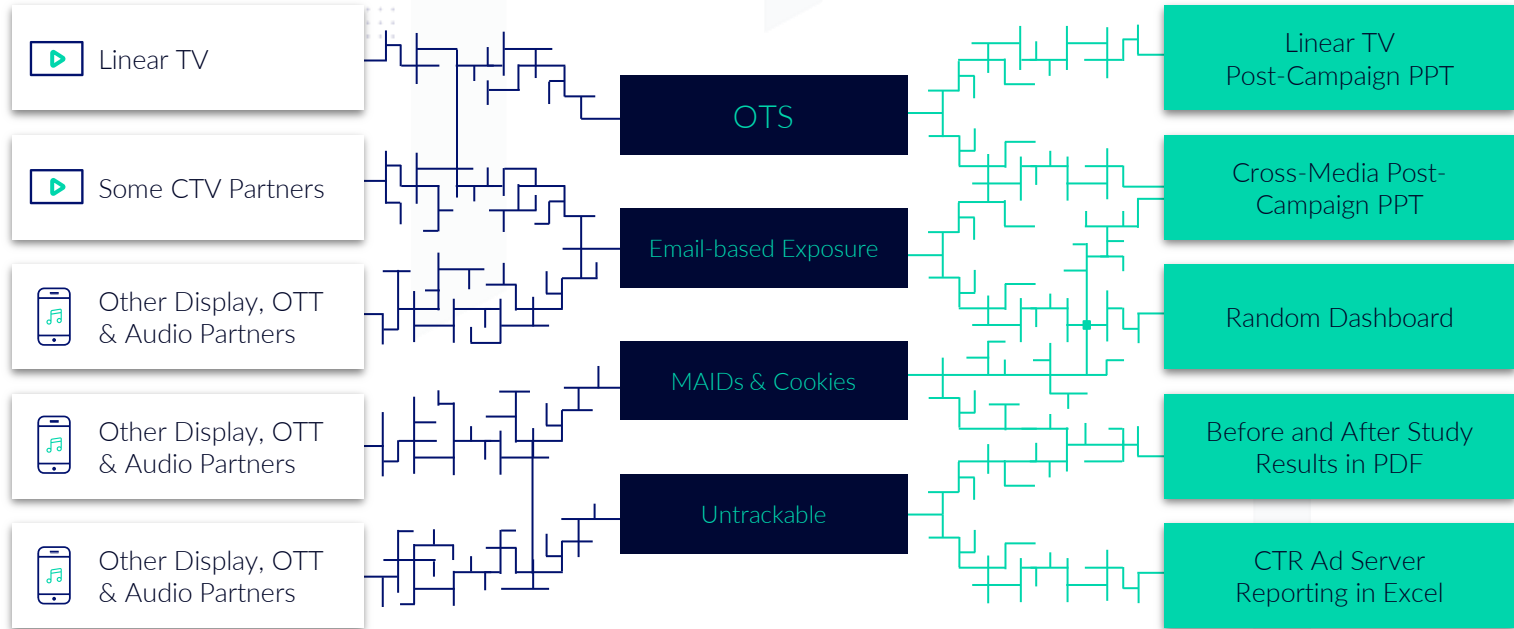
This 8-page glossary equips you with clear definitions to the most common terms in video measurement

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The Analytics Platform for Brand Advertising

Case Study | Optimizing for Outcomes
Among a Brand-Specific Target Audience

Fragmented Media + Identity = Fragmented Data Sets



Upwave's Analytics Platform for Brand Advertising

Do More than Measure Your Brand KPIs, Improve Them

Brand Optimization

Allocate media and be notified of opportunities—*increasing ROI.*

Brand Reach

Validate reach, frequency and scale among targeted audiences—*reducing waste.*

Brand Effects

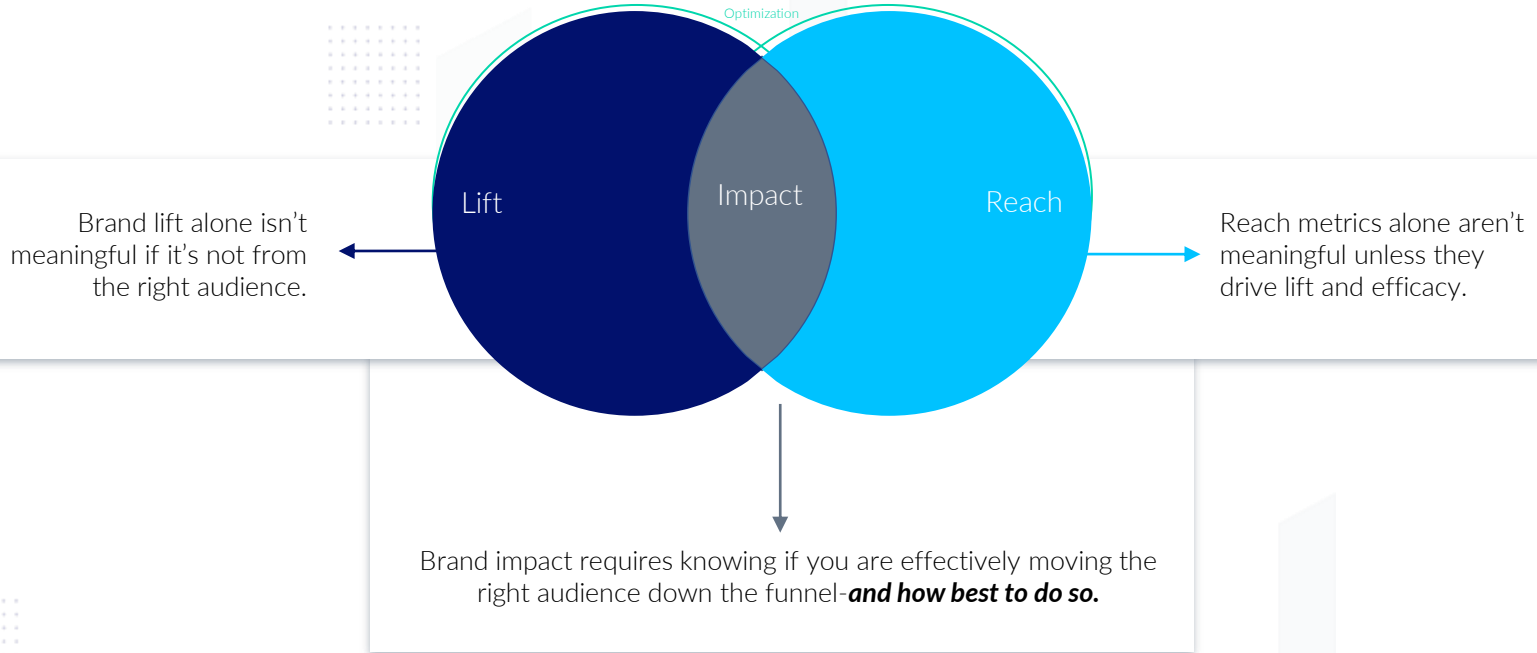
Track longitudinal growth and brand health—*quantifying long-term impact.*

Brand Outcomes

Measure brand lift and forecast customers acquired—*improving KPIs.*

Campaign + Portfolio
Analytics Views





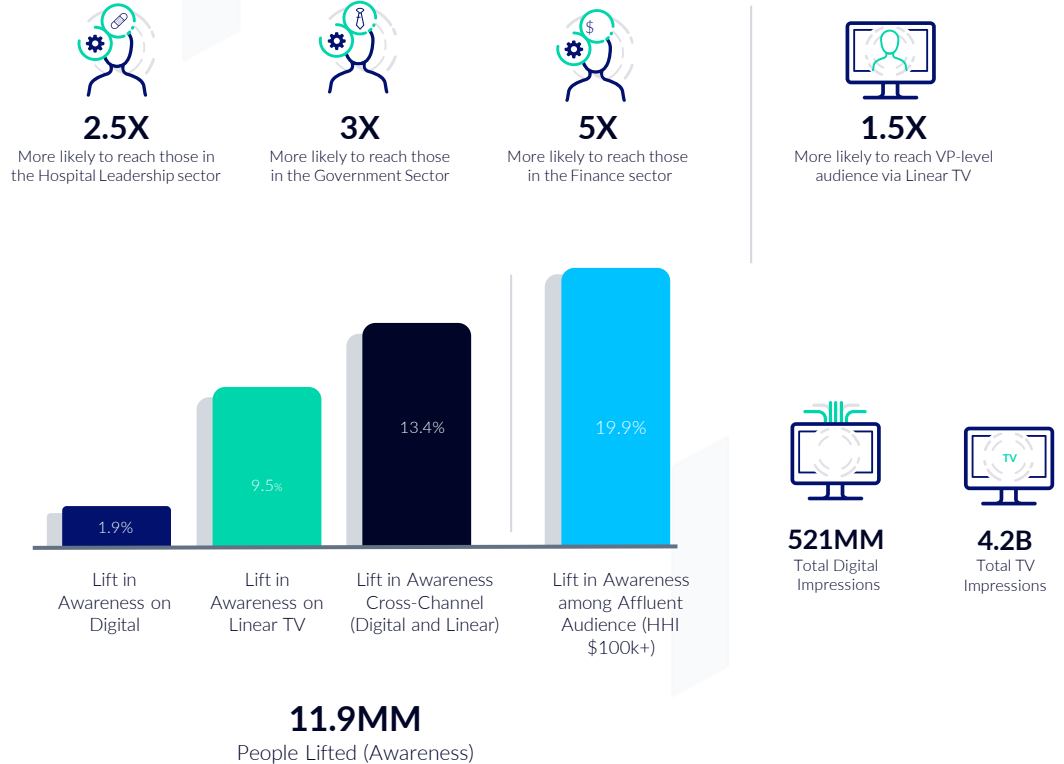
Success with Upwave | A leading pharmaceutical and health care company invested in a Digital (Display, Mobile and Desktop) and TV campaign from May through December, 2021

Objectives:

- 1) Become a household name, by increasing awareness KPIs
- 1) Measure reach among key brand-specific audiences
- 1) Build Brand Trust, and gain customers.

Results:

- 1) Found optimal performance across channels (Digital+TV for greatest Lift)
- 1) Reached brand-specific target audiences, and measured persons lifted.
- 1) Identified what could be done to improve Outcomes, increasing KPIs, even in a buy this large.





Guidance for Marketers:

What are Brand Analytics Table Stakes?

Cross-Media Coverage

- Focus only on deterministic exposure data (OTS contaminates and invalidates results)
- Upwave pixel covers desktop, mobile web, in-app, OLV, CTV and streaming audio
- ACR partners (Vizio & LG data) provide Linear TV data
- Experian/MVPDs provide Addressable TV data

Large-Scale Digital Network

- Partnered with thousands of sites and apps
- Census rep scale–5X+ the data of panels
- 75% of campaigns have actionable data within 1 week

Privacy-Safe Methodology

- Residential IP as the identifier
- No reliance on dead and dying identifiers like cookies, DeviceIDs or emails (panels are chained to these)
- In place for almost two years with improved respondent collection and we can prove the math

Quality Respondent Collection

- Value exchange model–organic approach that provides better quality data
- We find exposed consumers across the digital network as they try and access premium content/experiences
- We don't pay consumers directly like panels–this creates professional survey takers and skewed data



Guidance for Marketers: Set-Up and Reporting on Upwave

Self-Serve Measurement Setup

Everything required for campaign measurement is dynamically managed in the Upwave platform.

Sample

Requires ~100 respondents, and typically takes 7-9 days.

Impression Parameters

Need to be mapped for granularity.

Opportunity Notifications

Monitor and find potential opportunities to optimize a campaigns with just one click.

The screenshot displays the Upwave platform interface. At the top right, there is a notification bell icon with a green circle containing the number '5'. Below it, a dropdown menu titled 'Impression Parameter' is open, listing options: Ad Type, Audience, Banner Size, Creative Concept, and Environment. To the right, another dropdown menu titled 'Opportunity Notification Settings' is open, showing options for notification preferences. The main dashboard area shows a 'Media' section with a progress bar indicating '30% of impressions goal' and a 'Respondents' section with a 'Live' indicator. A navigation menu on the right includes 'Campaign Information', 'Objectives & Targets', and 'Tag Management'.

← Opportunity Notification Settings

I'd like opportunity notifications based on:

- Brand lift outcomes

Notify me:

- In my campaign's dashboard
- By email

Impression Parameter

- Ad Type
- Audience
- Banner Size
- Creative Concept
- Environment

Media

Campaign period: Jul 21--5

9.3M 30.3M

30% of impressions goal

Respondents

Collection period: Aug 3--Sep 20, 2021

597 804

Exposed Control

Live

Campaign Information

Objectives & Targets

Tag Management

Q&A

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