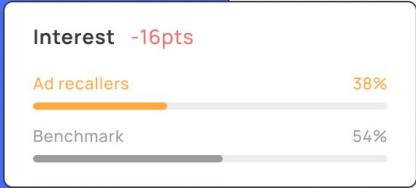
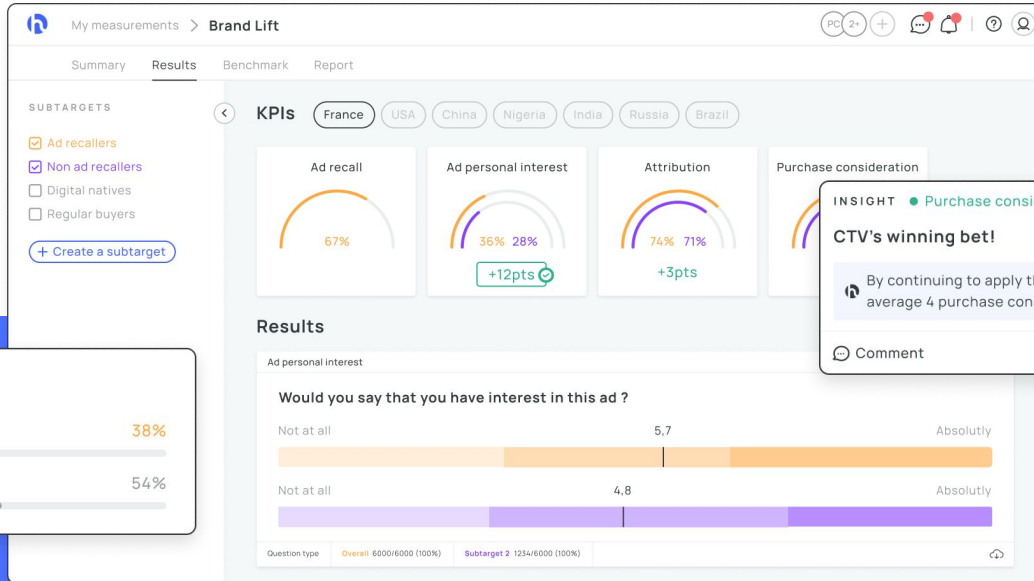


Which Brand Lift method for which media?





Happydemics Brand Lift is an essential tool for measuring the efficiency of your advertising campaigns with your targets across all your media.

Compare the results of a group of people exposed to your ads with those from an unexposed group to discover how your advertisements impact your brand.

Predefined templates help you launch your metrics with just a few clicks and without any help. Each template includes a combination of metrics for different campaign goals.

Happydemics Brand Lift can also deliver multi-media or cross-media analytics to suit your needs.

This guide outlines the different methodologies used by the Happydemics Brand Lift for each media.

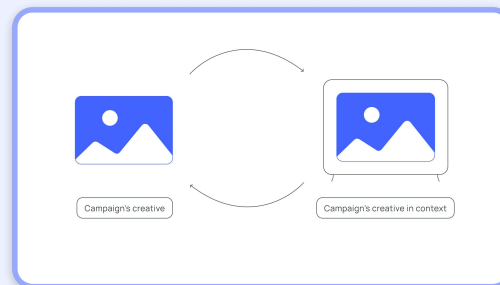
Happy reading!

How to optimise your creative?

We recommend contextualizing the visuals you add to best represent the distribution environment of your advertising campaign.

This establishes the creative in its environment and highlights the situation for respondents. It's a win-win situation: the visual's contextualization increases the precision and reliability of the results. It also enables the respondent to evaluate the environment, and therefore the format, as part of the creative assessment.

But be careful to keep your creative visible on media such as display or in-game, for example, contextualized creative may not be sufficiently visible. A gif alternating the contextualization and the close-up creative would be ideal for understanding the full performance of your advertising campaign.



TV

Brand Lift is available on linear TV, the conventional system where viewers watch a program when broadcast and on a dedicated channel.

Segmented TV is not included in this method.

Used by:



Method

Ad recall

Data collection

The data collection is broadly targeted with an age and gender push strategy.

The ad recall is confirmed with a recall question that includes the ad.



Guaranteed

150 recalls / 150 non recalls

We recommend that you **contextualise the visual you add** to best represent the environment in which your advertising campaign is broadcast.

Sample creation

Two analysis samples are created using the question related to the campaign's recall.

We maximise the probability of exposure **by contextualising the ad recall question.**

The respondent declares that he/she remembers whether or not he/she saw the ad on the media on which it was broadcasted.

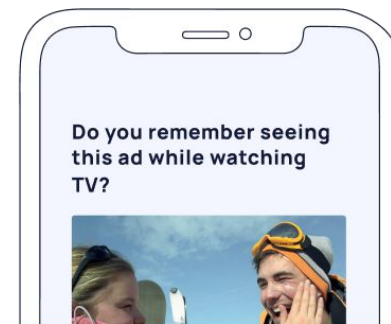
Ad recallers

Individuals who remember the campaign

Non ad recallers

Individuals who do not remember the campaign

(Mirror construction of the recall sample by socio-demographic criteria)



Yes, once

Yes, several times

No

Connected TVs

Brand Lift Connected TV, or CTV, is applied to all campaigns broadcast on TV devices with an Internet connection. For other devices where CTV can be applied (desktop, tablet, smartphone), use the "Digital video" media method.

Used by:



Method

Actual exposure

Data collection

Exposure is tracked using the IP of their device. The exposed individuals can then be questioned on other devices connected to the same wifi: desktop, mobile, tablet. Among the exposed, the advertising recall is then confirmed thanks to a recall question where we include the advertising.

To apply the actual exposure method, you need to:

- to share the IP address.
- to share the user's consent, using a macro, in the regions where regulations require it: EU, California, Brazil, South Africa...



Guaranteed

250 exposed / 250 non exposed

Sample creation

1. Fully automated creation of exposed and unexposed samples using retargeting.

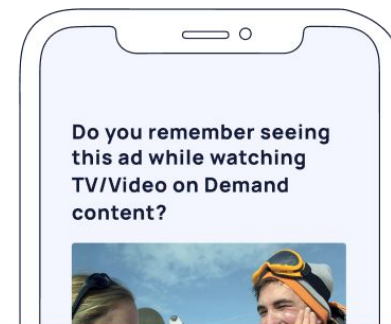
Mirror construction of the unexposed sample based on the socio-demographic criteria of the exposed sample.

2. Among the exposed sample, validation of the advertising recall by asking a question related to the campaign's recall.

The unexposed who claim to remember the ad are automatically excluded from the survey.

We maximise the probability of exposure by contextualising the ad recall question.

The respondent declares that he/she remembers whether or not he/she saw the ad on the media on which it was broadcasted.



Advertising recall confirmation

Yes, once

Yes, several times

No

Connected TVs

How does the IP pixel work?

How it works

The pixel works mainly by collecting the IP address of the household that was exposed to the CTV ad without the use of a macro (except for the consent macro that is required for IP collection)

The IP address is unique, however it is only collected if consent is granted. Otherwise, it is cut off and therefore unusable.

The pixel looks like this:

```
https://www.rtghd.com/ebeacon?m=i&l=2607&consent={gdpr  
_consent}
```

How it works is very simple: the advertiser must put it on the creative and replace the macro *gdpr_consent*

Consent

Our pixel is compliant with data protection regulations, such as RGPD, thanks to the consent macro.

The consent will be processed by our DSP to verify if the user has given consent for the use of their IP for retargeting purposes.

Important information

Happydemics only targets devices connected to the same WIFI. The pixel does not work if you use DV360

Despite these constraints, our different measures prove to be very efficient in terms of retargeting.

Radio

Used by:



Brand Lift method applied to linear radio, the conventional system where listeners tune in to a program as it is broadcast on their radio station.

Method

Probable exposure

Data collection

The data collection is broadly targeted with an age and gender push strategy.

Respondents are qualified by their radio listening habits and frequency
Advertising recall confirms message exposure.



Guaranteed

150 recalls / 150 non recalls

Sample creation

1. Fully automated creation of exposed and unexposed samples using retargeting.

Mirror construction of the unexposed sample based on the socio-demographic criteria of the exposed sample.

2. Among the exposed sample, validation of the advertising recall by asking a question related to the campaign's recall.

The unexposed who claim to remember the ad are automatically excluded from the survey.

We maximise the probability of exposure by contextualising the ad recall question.

The respondent declares that he/she remembers whether or not he/she saw the ad on the media on which it was broadcasted.

Ad recallers

Individuals who remember the campaign

Non ad recallers

Individuals who do not remember the campaign

(Mirror construction of the recall sample by socio-demographic criteria)



Yes, once

Yes, several times

Non

Digital audio

Digital audio refers to all audio content listened to on the Internet: podcast, music streaming, web radio... Ads are usually broadcast before, during or after listening to the content. For original content produced by selected podcasters, please refer to the "Influence" method.

Used by:



audion

deezer



Method 1/2

Probable exposure

Data collection

Respondents are qualified by their podcast, music streaming or web radio listening habits and frequency.



Guaranteed

150 recalls / 150 non recalls

Sample creation

1. Fully automated creation of exposed and unexposed samples using retargeting.

Mirror construction of the unexposed sample based on the socio-demographic criteria of the exposed sample.

2. Among the exposed sample, validation of the advertising recall by asking a question related to the campaign's recall.

The unexposed who claim to remember the ad are automatically excluded from the survey.

We maximise the probability of exposure by contextualising the ad recall question.

The respondent declares that he/she remembers whether or not he/she saw the ad on the media on which it was broadcasted.

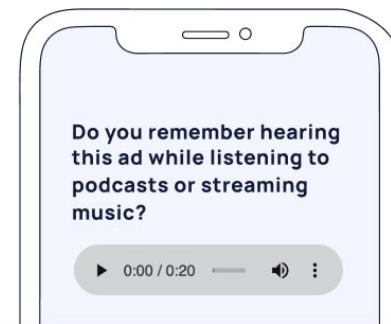
Ad recallers

Individuals who remember the campaign

Non ad recallers

Individuals who do not remember the campaign

(Mirror construction of the recall sample by socio-demographic criteria)



Yes, once

Yes, several times

Non

Digital audio

Digital audio refers to all audio content listened to on the Internet: podcast, music streaming, web radio... Ads are usually broadcast before, during or after listening to the content. For original content produced by selected podcasters, please refer to the "Influence" method.

Used by:



audion

deezer



Method 2/2

Actual exposure (subject to technical confirmation)

Data collection

With some players, an actual exposure method can be applied because:

- the partner can share IDs/cookies to Happydemics through pixel or batch
- Happydemics can collect data using its IP address based pixel

To be tested beforehand with the Happydemics technical team.



Guaranteed

250 recalls / 250 non recalls

Sample creation

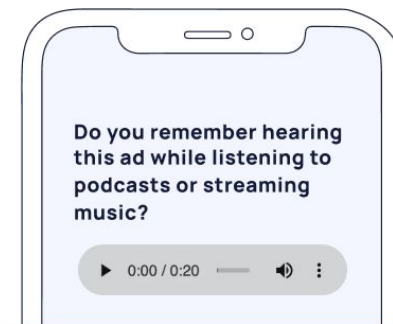
1. Fully automated creation of exposed and unexposed samples using retargeting.

Mirror construction of the unexposed sample based on the socio-demographic criteria of the exposed sample.

2. Among the exposed sample, validation of the advertising recall by asking a question related to the campaign's recall.

The unexposed who claim to remember the ad are automatically excluded from the survey.

Advertising recall confirmation



Yes, once

Yes, several times

No

OOH

OOH (Out-Of-Home) refers to the standard display formats in public workspace: billboards, bus stops, subway stations, vehicles, etc.

Used by:

JCDecaux

SCREENBASE

ADRIVER

ids
media

Method

Probable exposure

Data collection

Respondents are qualified based on their presence in a given range around a network of OOH displays using location data.

We then confirm the respondents' ad recall with a recall question. We recommend using the ad visual in the display environment (bus stop, train station...).

The control group is selected on the same location basis, but with individuals who do not remember the ad.



Guaranteed

150 recalls / 150 non recalls

Audience qualification

Using location data, we only query individuals located within a specific range around a network of OOH displays.

Sample creation

Two analysis samples are created using the question related to the campaign's recall.

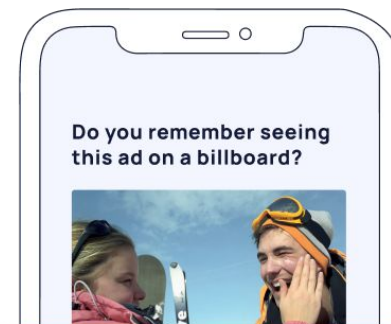
Ad recallers

Individuals who remember the campaign

Non ad recallers

Individuals who do not remember the campaign

(Mirror construction of the recall sample by socio-demographic criteria)



Yes, once

Yes, several times

No

DOOH

DOOH (Digital Out-Of-Home) refers to digital displays in public spaces. This format has greater creative possibilities than OOH with dynamic designs, better targeting possibilities and messages that adapt to the context through programmatic.

Used by:



Method

Probable exposure

Data collection

Respondents are qualified based on their presence in a given range around a network of OOH displays using location data.

We then confirm the respondents' ad recall with a recall question. We recommend using the ad visual in the display environment (bus stop, train station...).

The control group is selected on the same location basis, but with individuals who do not remember the ad.



Guaranteed

150 recalls / 150 non recalls

Audience qualification

Using location data, we only query individuals located within a specific range around a network of DOOH displays.

Sample creation

Two analysis samples are created using the question related to the campaign's recall.

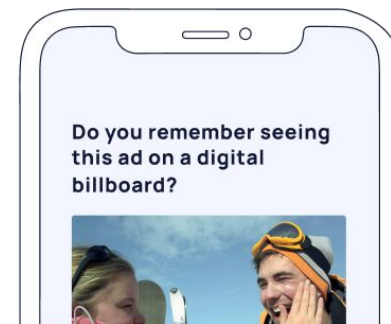
Ad recallers

Individuals who remember the campaign

Non ad recallers

Individuals who do not remember the campaign

(Mirror construction of the recall sample by socio-demographic criteria)



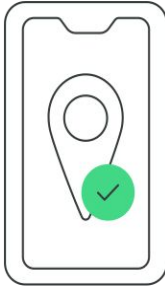
Yes, once

Yes, several times

No

OOH & DOOH

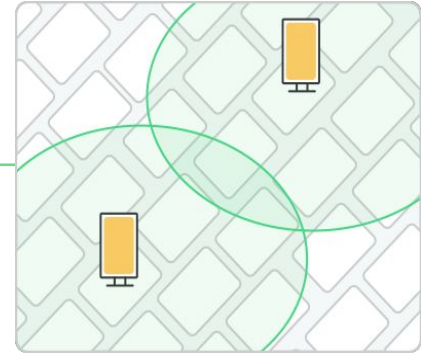
How does potential exposure work?



The publisher retrieves the exact location (latitude-longitude) of the user with prior consent.



This data is provided to us for each proposed inventory in our survey distribution tools.



Pre-scheduled targeting only displays the survey to users located within a specific range of the display panels.

Social Ads

Used by:

Social Ads are paid advertising campaigns on social networks regardless of the format (sponsored post, Stories, Reels ...) and type of content (video, image, text ...).



Method

Probable exposure

Data collection

Respondents are qualified based on their use of the different social networks. Only regular users of the social media platforms used for the campaign are selected for the recall sample.

We then confirm the respondents' ad recall with a recall question.

We recommend showing the ad visual in the context of the platform (in a post, a story...).



Guaranteed

150 recalls / 150 non recalls

Sample creation

1. Fully automated creation of exposed and unexposed samples using retargeting.

Mirror construction of the unexposed sample based on the socio-demographic criteria of the exposed sample.

2. Among the exposed sample, validation of the advertising recall by asking a question related to the campaign's recall.

The unexposed who claim to remember the ad are automatically excluded from the survey.

We maximise the probability of exposure by contextualising the ad recall question.

The respondent declares that he/she remembers whether or not he/she saw the ad on the media on which it was broadcasted.

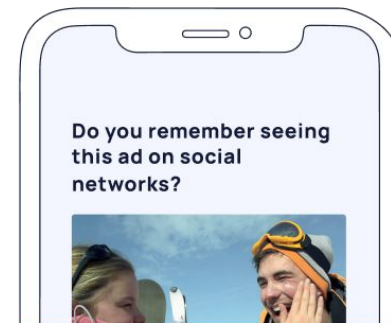
Ad recallers

Individuals who remember the campaign

Non ad recallers

Individuals who do not remember the campaign

(Mirror construction of the recall sample by socio-demographic criteria)



Yes, once

Yes, several times

No

Display

The display format refers to the banner formats, based on IAB standards, used on different websites and mobile apps. It can be a static or animated visual such as HTML.

Used by:

Leboncoin

locala

TF1

inVibes

AD
YOU
LIKE.

Method

Actual exposure (subject to technical confirmation)

Data collection

By using a tracking pixel embedded in the ad, exposed individuals can be retargeted based on their cookies or device advertising ID. Amongst the respondents, the advertising recall is then confirmed by a recall question that includes the advertisement.

The results are compared with a group of unexposed respondents who are similar in age and gender and collected in the same environments.

Please note that actual exposure does not work on mobile web environments.



Guaranteed

250 recalls / 250 non recalls

Sample creation

1. Fully automated creation of exposed and unexposed samples using retargeting.

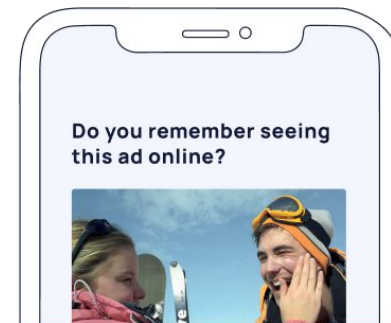
Mirror construction of the unexposed sample based on the socio-demographic criteria of the exposed sample.

2. Among the exposed sample, validation of the advertising recall by asking a question related to the campaign's recall.

The unexposed who claim to remember the ad are automatically excluded from the survey.

We maximise the probability of exposure by contextualising the ad recall question.

The respondent declares that he/she remembers whether or not he/she saw the ad on the media on which it was broadcasted.



Advertising
recall
confirmation

Yes, once

Yes, several times

No

Video online (VOL)

VOL ads are all paid video ad formats delivered to digital devices. They cover a wide range of formats (pre-roll, mid-roll and post-roll) on streaming video content, out-stream formats in publisher content, and videos broadcast on mobile apps (interstitials).

Used by:



Method

Actual exposure (subject to technical confirmation)

Data collection

By using a tracking pixel embedded in the ad, exposed individuals can be retargeted based on their cookies or device advertising ID. Amongst the respondents, the advertising recall is then confirmed by a recall question that includes the advertisement.

The results are compared with a group of unexposed respondents who are similar in age and gender and collected in the same environments.

Please note: actual exposure does not work on Youtube.



Guaranteed

250 recalls / 250 non recalls

Sample creation

1. Fully automated creation of exposed and unexposed samples using retargeting.

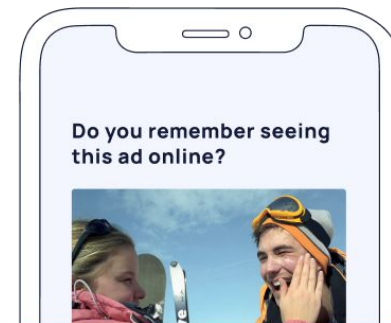
Mirror construction of the unexposed sample based on the socio-demographic criteria of the exposed sample.

2. Among the exposed sample, validation of the advertising recall by asking a question related to the campaign's recall.

The unexposed who claim to remember the ad are automatically excluded from the survey.

We maximise the probability of exposure by contextualising the ad recall question.

The respondent declares that he/she remembers whether or not he/she saw the ad on the media on which it was broadcasted.



Advertising recall confirmation

Yes, once

Yes, several times

No

In-game

In-game advertising refers to displaying ads in a game, mainly on phones. The formats used on this media are diverse but are closely tied to the game's gameplay: advertising for in-game rewards, native in-game advertising integrating the message directly into the game...

Used by:



Method

Actual exposure (subject to technical confirmation)

Data collection

By using a tracking pixel embedded in the ad, exposed individuals can be retargeted based on their device's advertising ID. Among the exposed respondents, the advertising recall is then confirmed by a recall question that includes the advertisement.

The results are compared with a group of unexposed respondents who are similar in age and gender and collected in the same environments.



Guaranteed

250 recalls / 250 non recalls

Sample creation

1. Fully automated creation of exposed and unexposed samples using retargeting.

Mirror construction of the unexposed sample based on the socio-demographic criteria of the exposed sample.

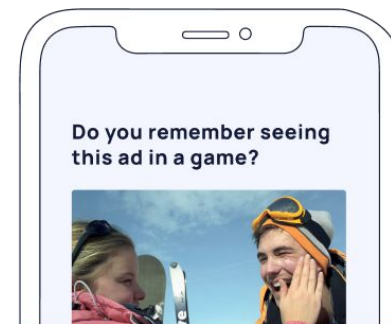
2. Among the exposed sample, validation of the advertising recall by asking a question related to the campaign's recall.

The unexposed who claim to remember the ad are automatically excluded from the survey.

We maximise the probability of exposure by contextualising the ad recall question.

The respondent declares that he/she remembers whether or not he/she saw the ad on the media on which it was broadcasted.

Advertising recall confirmation



Yes, once

Yes, several times

No

Influence

Used by:



At Happydemics we apply our influence method to top influencers. These content creators active on social networks and video platforms promote a product or a brand to their communities through sponsored posts, product placements, events, etc...

Method

Probable exposure

Data collection

Respondents are qualified on their use of the different social networks. Only regular users of the platforms used for the campaign are selected for the recall sample.

We then confirm the respondents' ad recall with a recall question.

We recommend showing the ad visual in the context of the platform (in a post, a story...).



Guaranteed

100 recalls / 100 non recalls

Audience qualification

1. **Auto update of the potential exposure question** with the elements entered **when creating the Brand Lift**.

Do you follow contents and watch content related to cosmetics and beauty on social media?
Multiple answers allowed

Yes, on TikTok

Yes, on Instagram

No, I'm not interested in this kind of content

2. Non-qualifying respondents are removed from the survey

Sample creation

Two analysis samples are created using the question related to the campaign's recall.

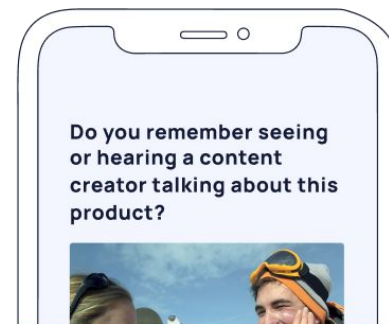
Ad recallers

Individuals who remember the campaign

Non ad recallers

Individuals who do not remember the campaign

(Mirror construction of the recall sample by socio-demographic criteria)



Yes, once

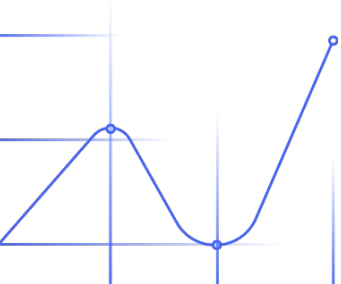
Yes, several times

No



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Demo



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