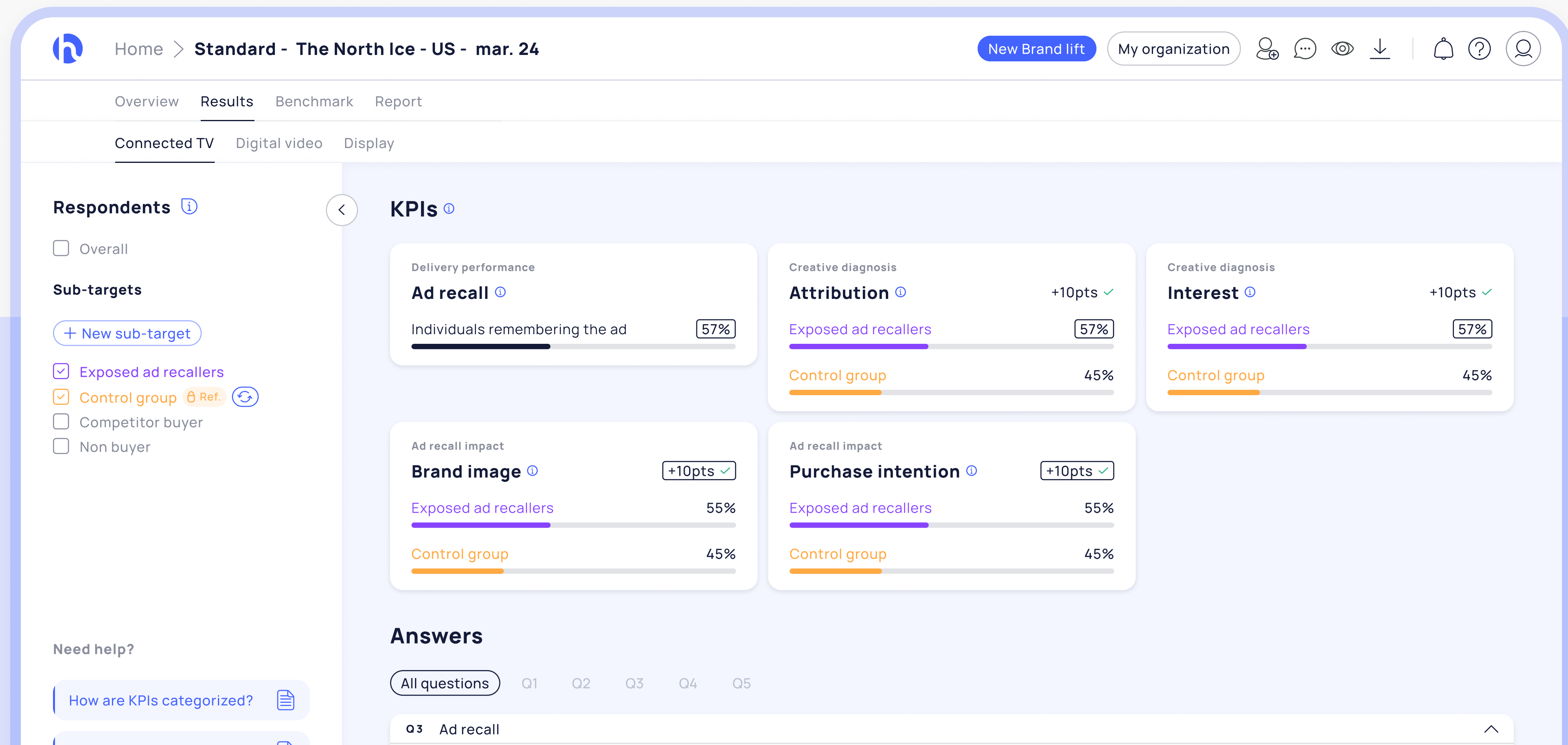


# Brand Lift methodology

## Specific features by media

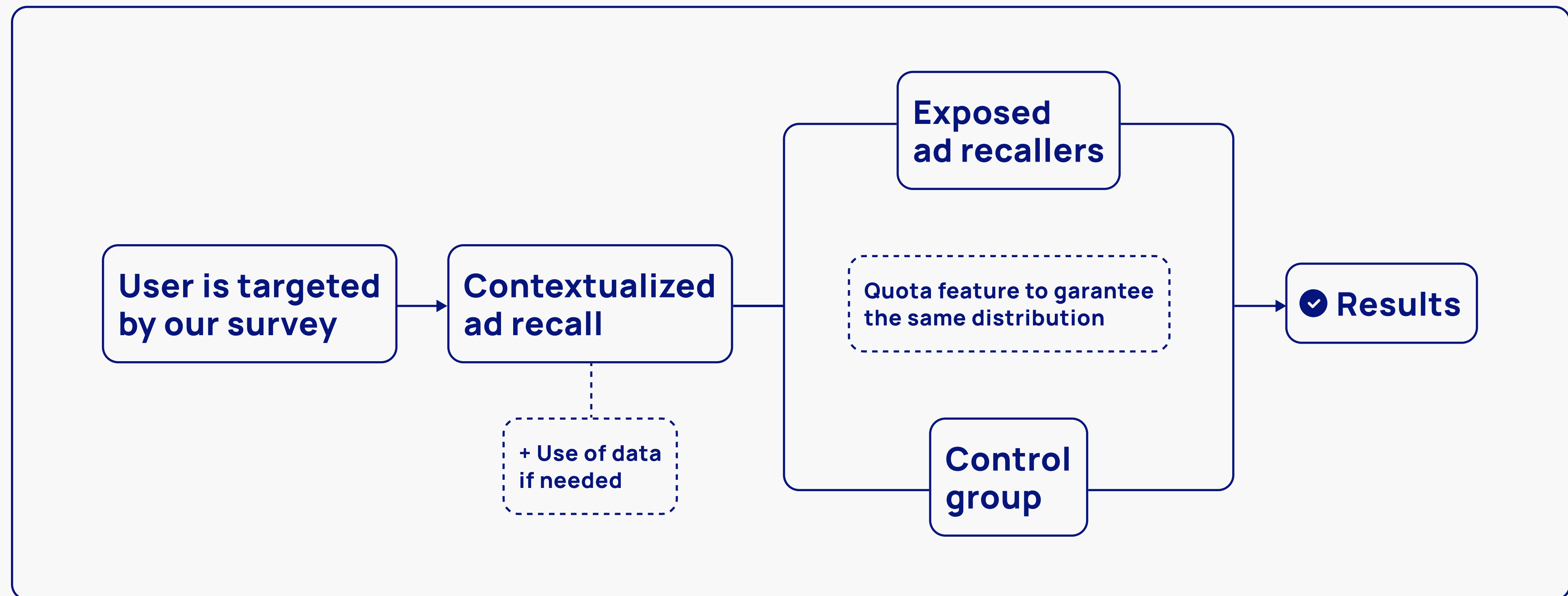


# Compare 2 samples of responses, build in the same way

Convert what people felt after being exposed to your ad into strategy.

We collect feedback from target audiences through non-paid surveys delivered across relevant digital platforms.

Our proprietary technology combines exposure probability and contextual ad recall for reliable and unlimited analysis.



# Video online (OLV)

“Do you remember seeing this ad online?”\*

OLV 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).

Increase exposure probability with

✓ Ad recal contextualization

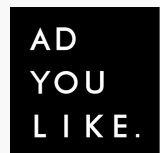
∅ Poi

✓ Pixel

✓ Batch

✓ Broadcasting framing

Used by

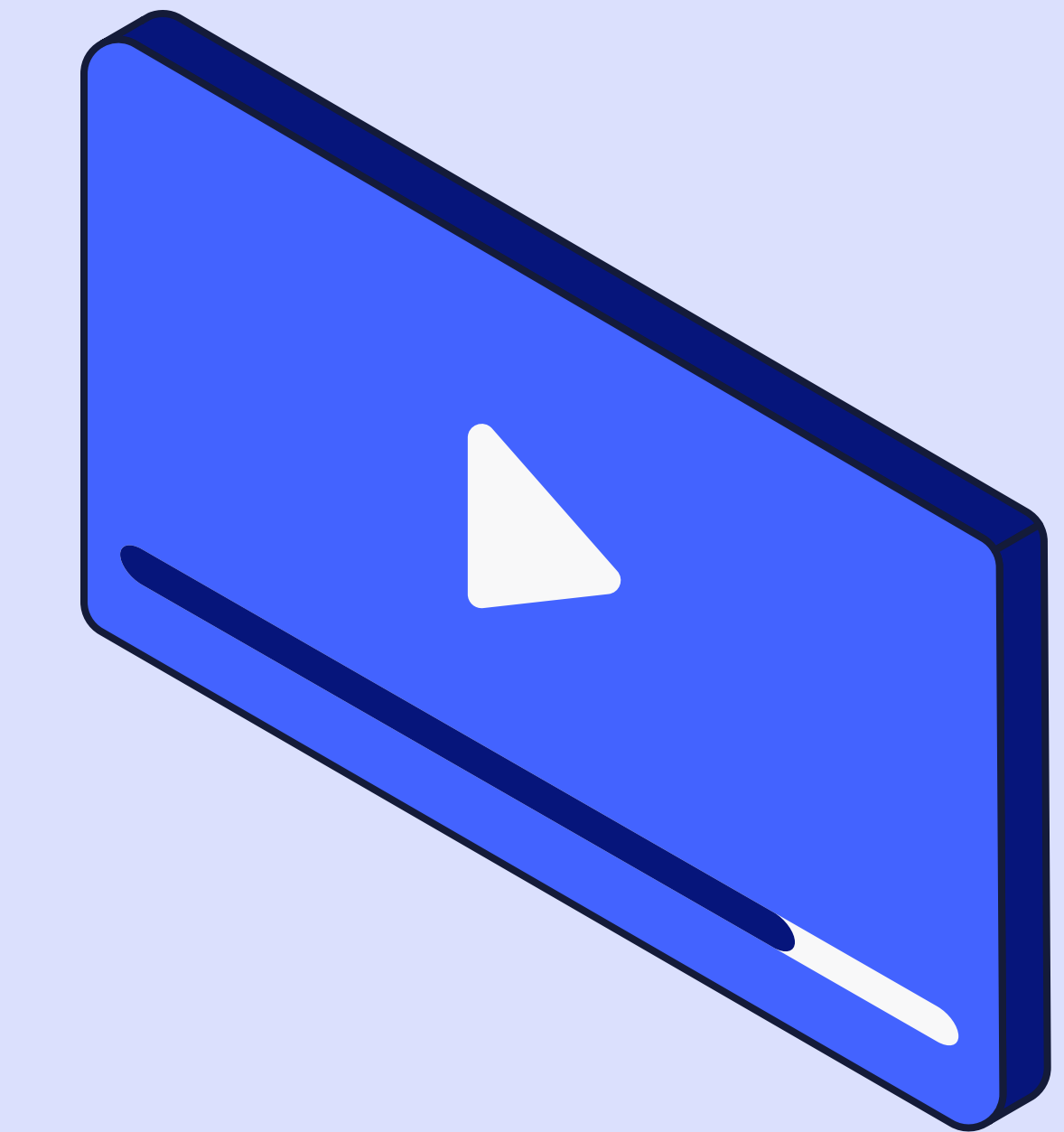


leboncoin

locala

TF1

\*We maximize the exposure probability by contextualizing the ad recall question. Respondents state whether or not they remember seeing the ad in the media in which it was shown.



# Display


“Do you remember seeing this ad online?”\*

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 HMTL.


## Increase exposure probability with

- ✓ Ad recal contextualization
- ✗ Poi
- ✓ Pixel
- ✓ Batch
- ✓ Broadcasting framing


## Used by




FREEWHEEL  
A COMCAST COMPANY



dailymotion

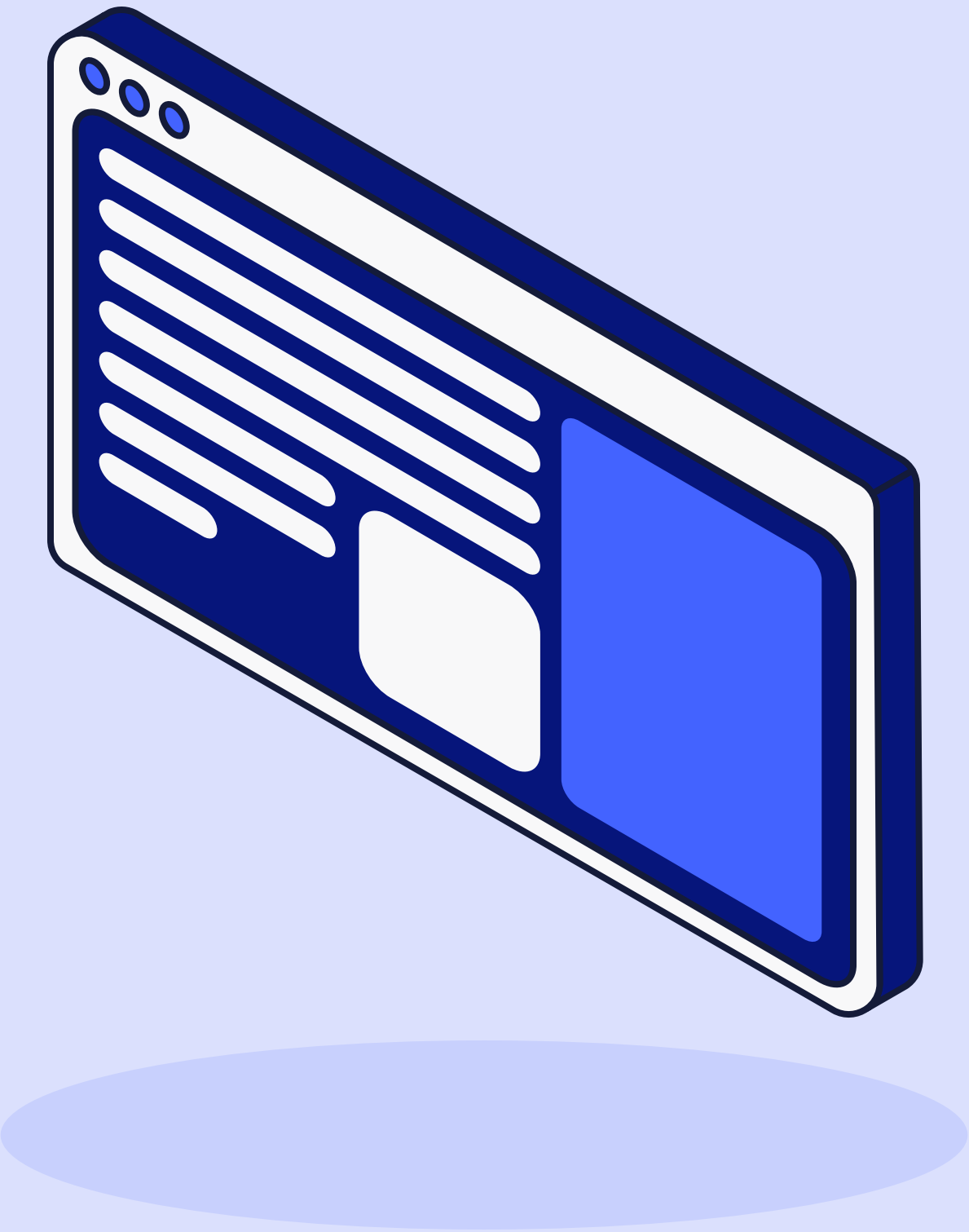


invibes



GAMNED!  
YOUR DIGITAL MEDIA EXPERT

\*We maximize the exposure probability by contextualizing the ad recall question. Respondents state whether or not they remember seeing the ad in the media in which it was shown.





# Social ads

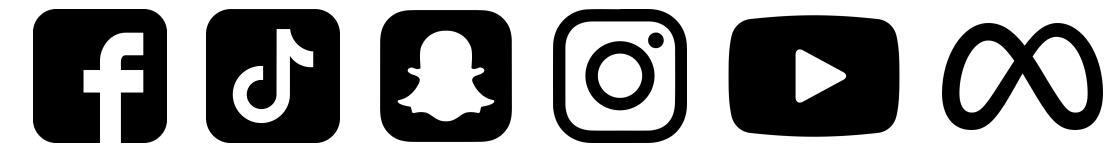
“Do you remember seeing this ad on social media?”\*

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

You can also customise the question with a specific media.

“Do you remember seeing this ad on YouTube?”

List of available media for social ads



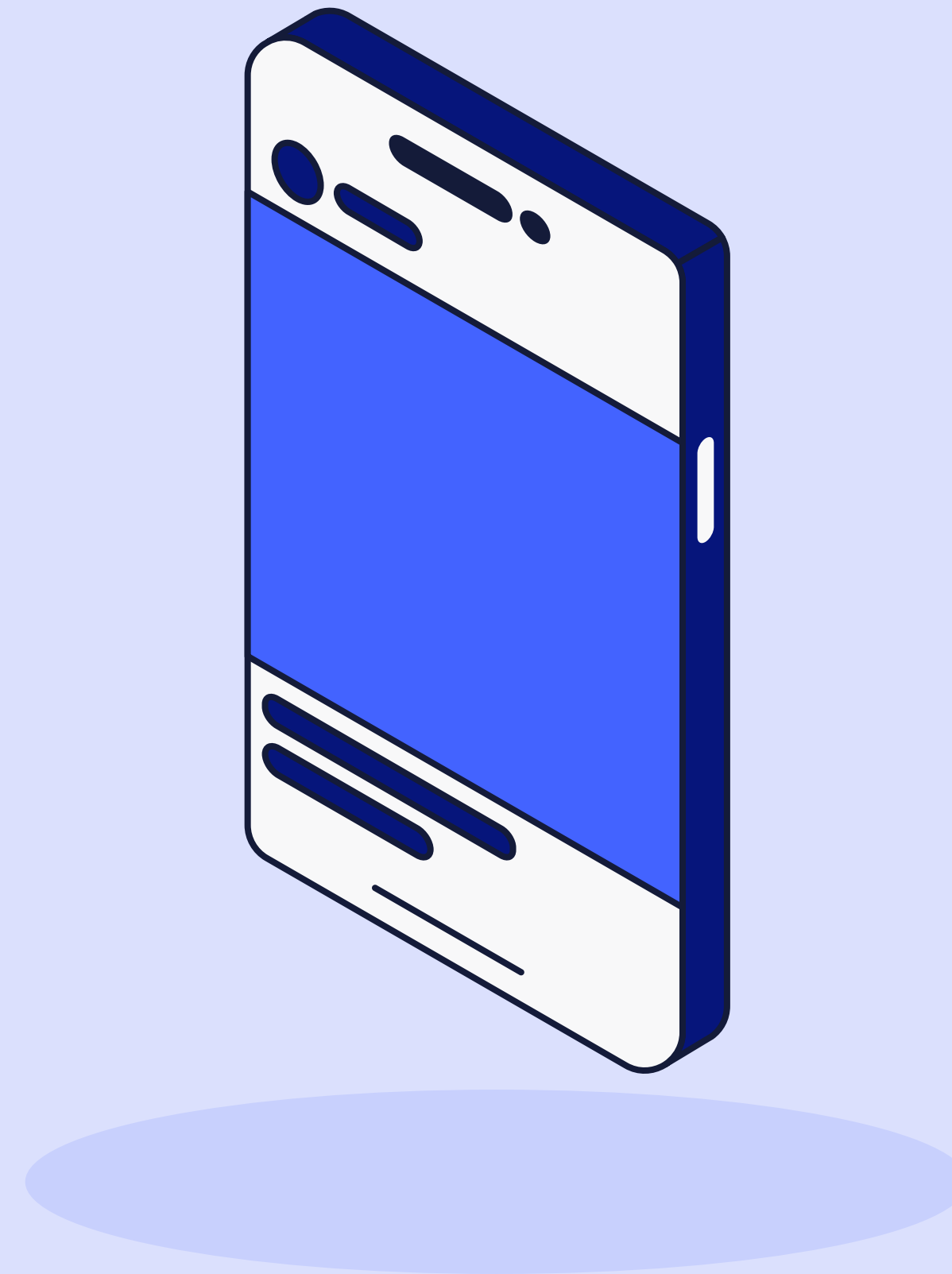
Increase exposure probability with

☒ Ad recal contextualization ☐ Poi ☐ Pixel ☐ Batch ☐ Broadcasting framing

Used by



\*We maximize the exposure probability by contextualizing the ad recall question. Respondents state whether or not they remember seeing the ad in the media in which it was shown.



# In-game

“Do you remember seeing this ad in a game?”\*

In-game advertising refers of displaying ads in a game. 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...

Increase exposure probability with

- ✓ Ad recal contextualization
- ∅ Poi
- ✓ Pixel
- ✓ Batch
- ∅ Broadcasting framing

Used by



\*We maximize the exposure probability by contextualizing the ad recall question. Respondents state whether or not they remember seeing the ad in the media in which it was shown.

# TV

“Do you remember seeing this ad while watching TV?”\*

Brand Lift available for 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.

Increase exposure probability with

✓ Ad recal contextualization

∅ Poi

∅ Pixel

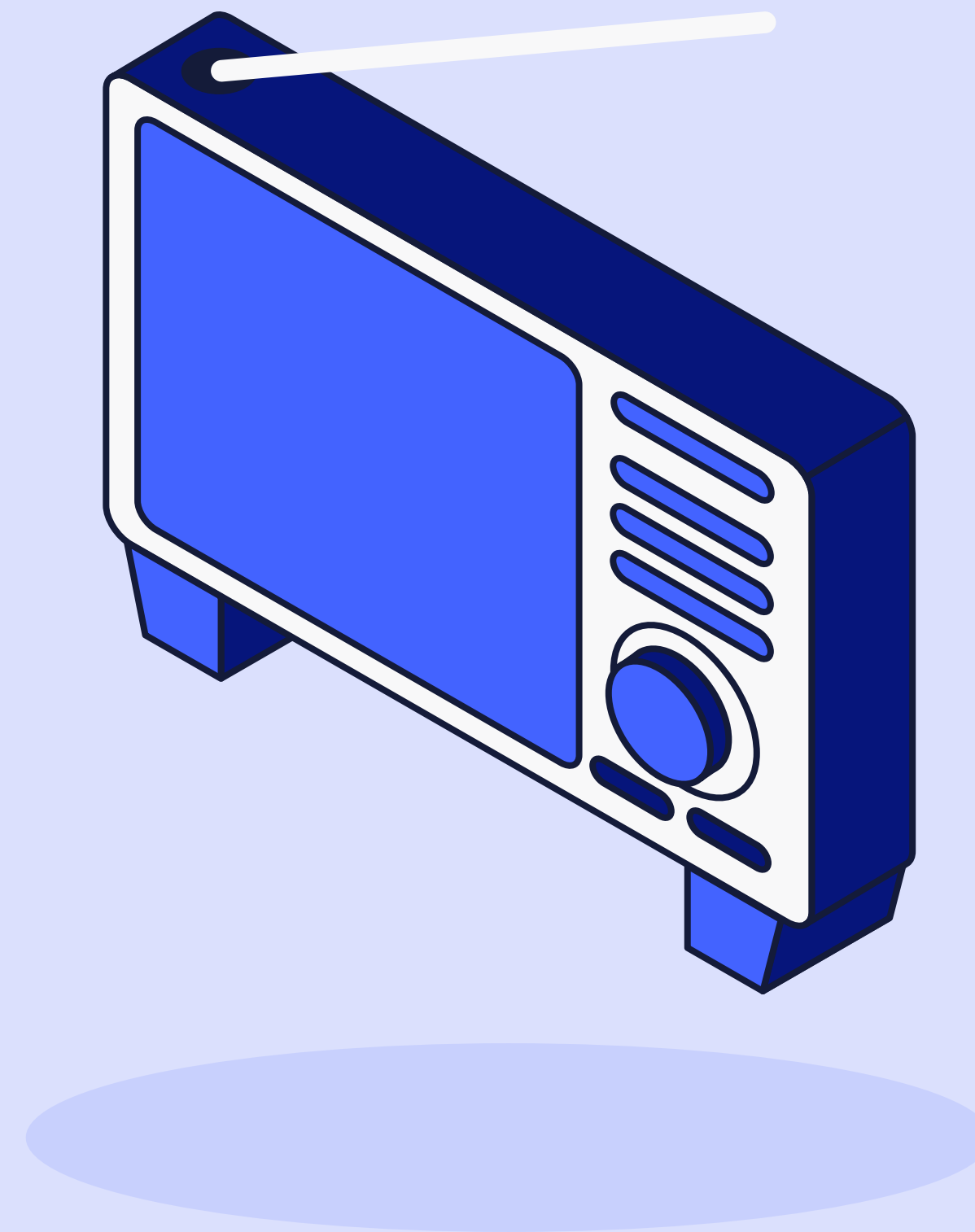
∅ Batch

∅ Broadcasting framing

Used by



\*We maximize the exposure probability by contextualizing the ad recall question. Respondents state whether or not they remember seeing the ad in the media in which it was shown.



# Connected TV


“Do you remember seeing this ad while watching TV/Video on Demand content?”\*


Brand Lift available for 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.


## Increase exposure probability with


- Ad recal contextualization
- Poi
- Pixel
- Batch
- Broadcasting framing

## Used by

  
A COMCAST COMPANY

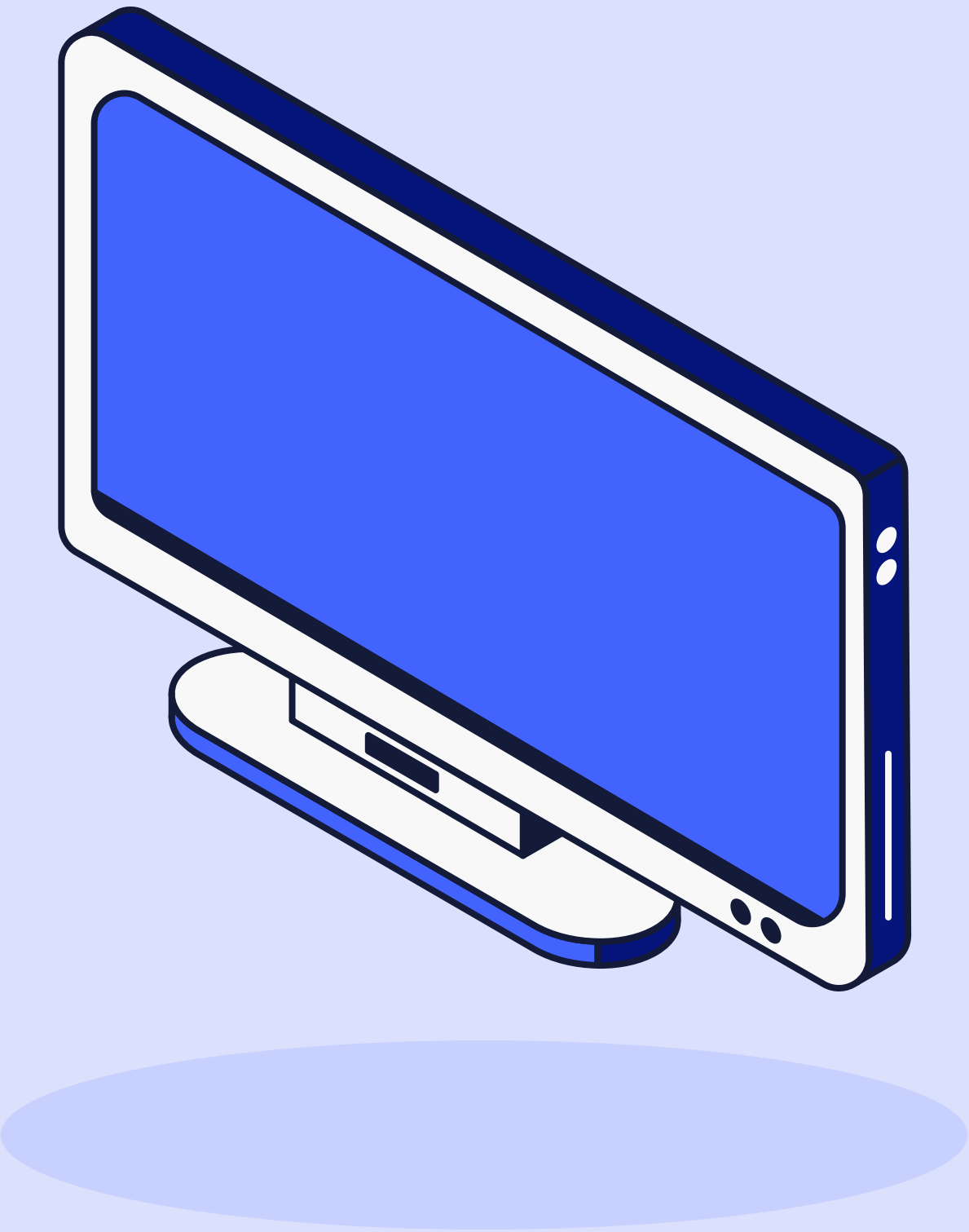








\*We maximize the exposure probability by contextualizing the ad recall question. Respondents state whether or not they remember seeing the ad in the media in which it was shown.



# OOH

“Do you remember seeing this ad on a billboard?”\*

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

## Increase exposure probability with

- Ad recal contextualization
- Poi
- Pixel
- Batch
- Broadcasting framing

## Used by

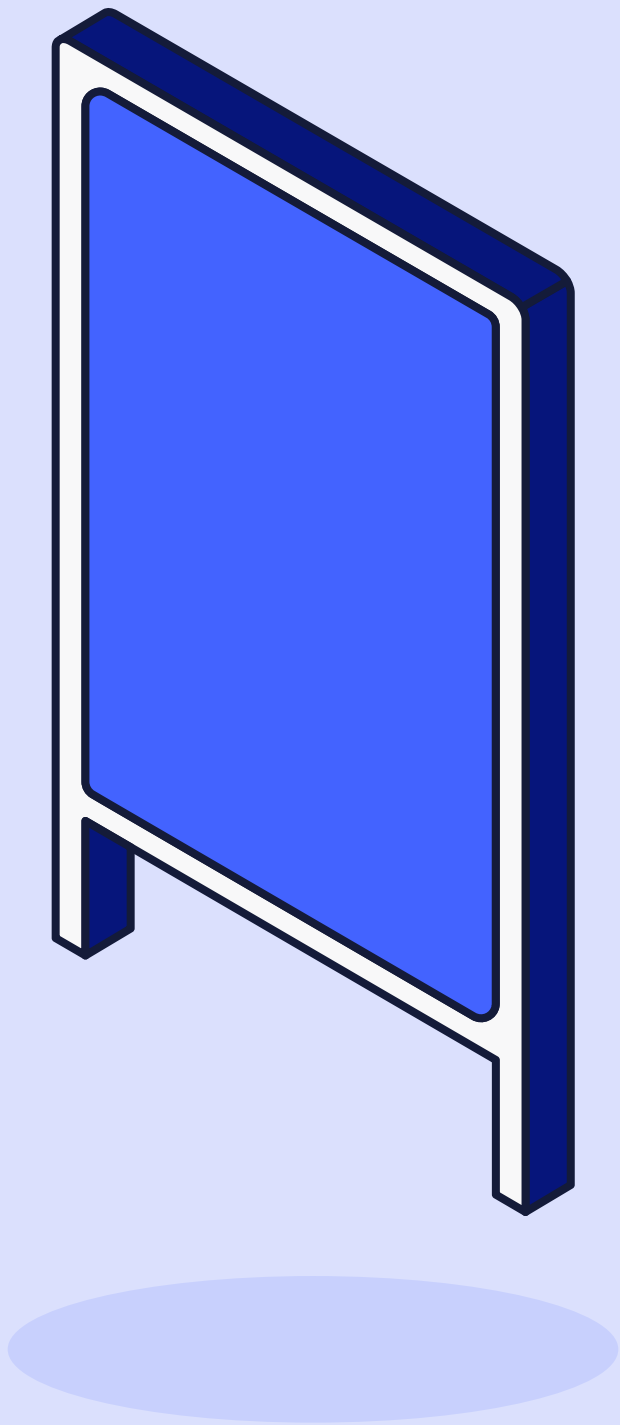
JCDecaux

SCREENBASE

ADRIVER

ids media

\*We maximize the exposure probability by contextualizing the ad recall question. Respondents state whether or not they remember seeing the ad in the media in which it was shown.



# DOOH

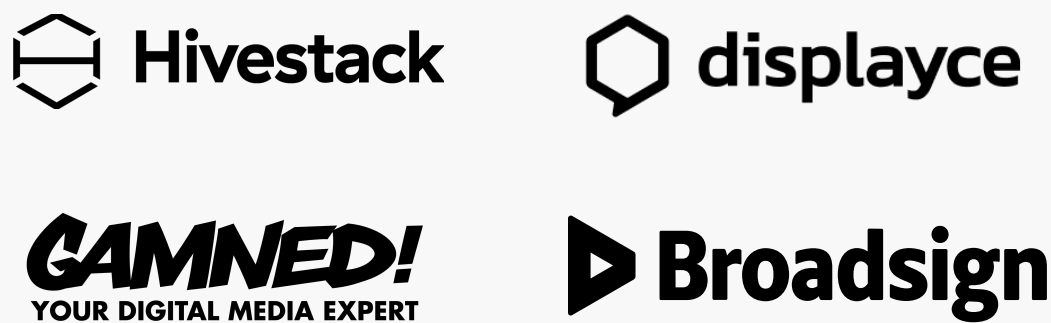
“Do you remember seeing this ad on a digital billboard?”\*

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.

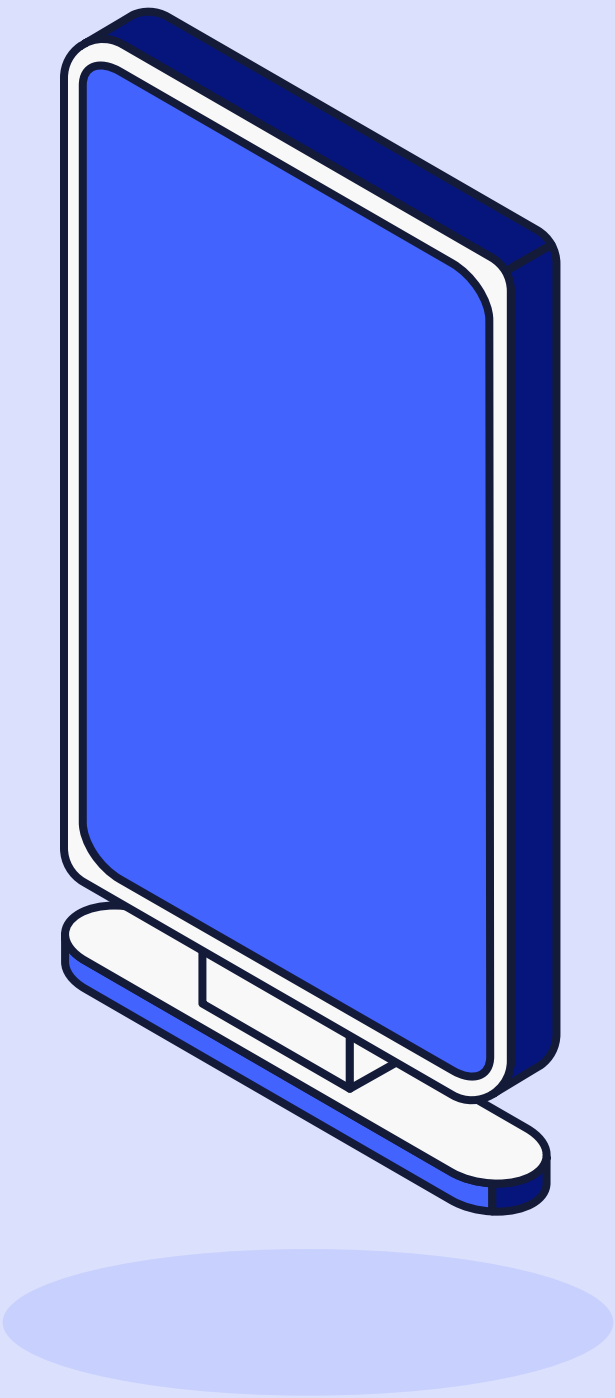
Increase exposure probability with

- ✓ Ad recal contextualization
- ✓ Poi
- ✗ Pixel
- ✓ Batch
- ✗ Broadcasting framing

Used by



\*We maximize the exposure probability by contextualizing the ad recall question. Respondents state whether or not they remember seeing the ad in the media in which it was shown.





# Digital audio

“Do you remember hearing this ad while listening to podcasts or streaming music?”\*

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.

You can also customise the question with a specific media.

“Do you remember seeing this ad on YouTube?”

List of available media for social ads



Increase exposure probability with

✓ Ad recall contextualization

⊘ Poi

✓ Pixel

✓ Batch

✓ Broadcasting framing

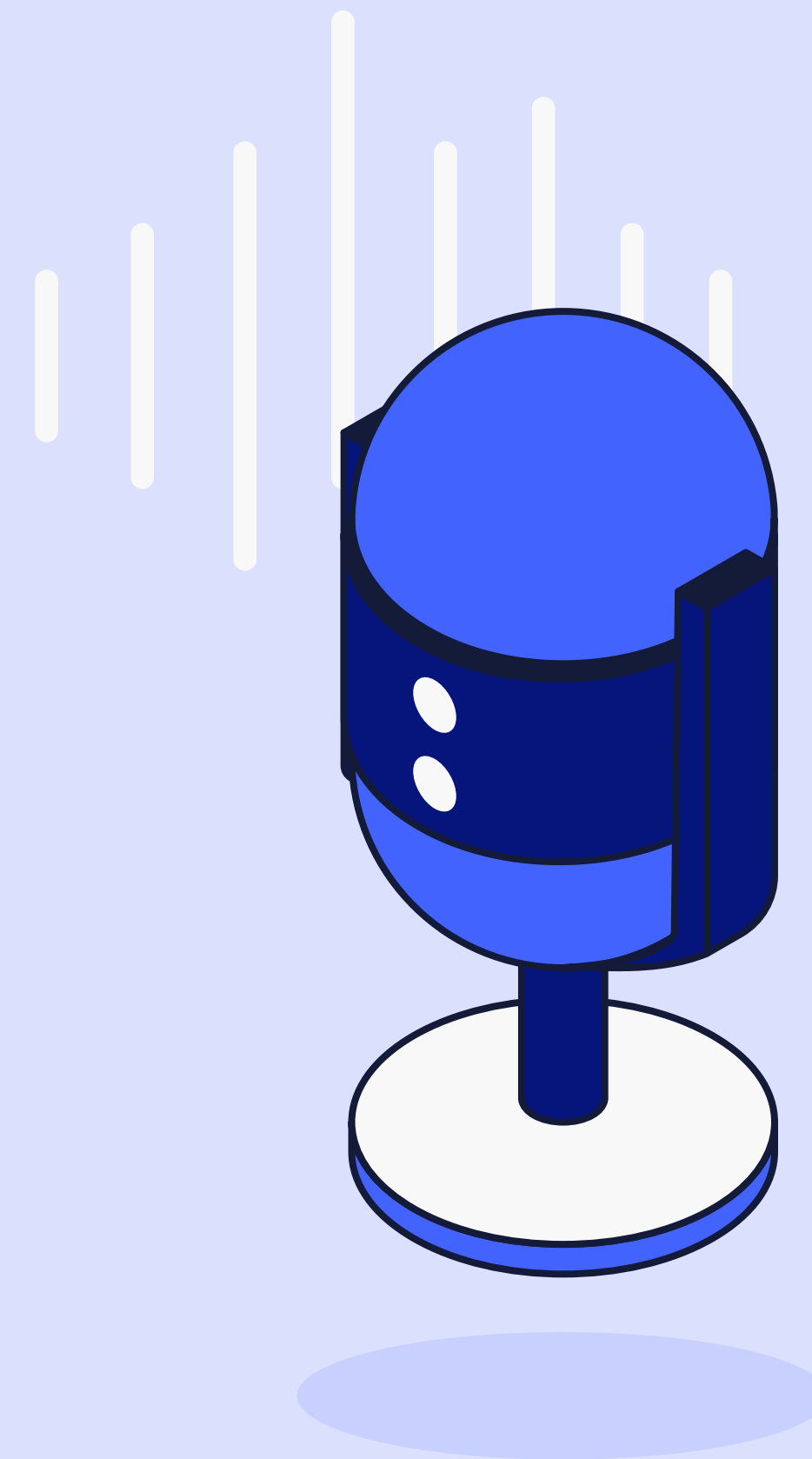
Used by



audion



\*We maximize the exposure probability by contextualizing the ad recall question. Respondents state whether or not they remember seeing the ad in the media in which it was shown.



# Radio

“Do you remember hearing this ad while listening to the radio?”\*

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

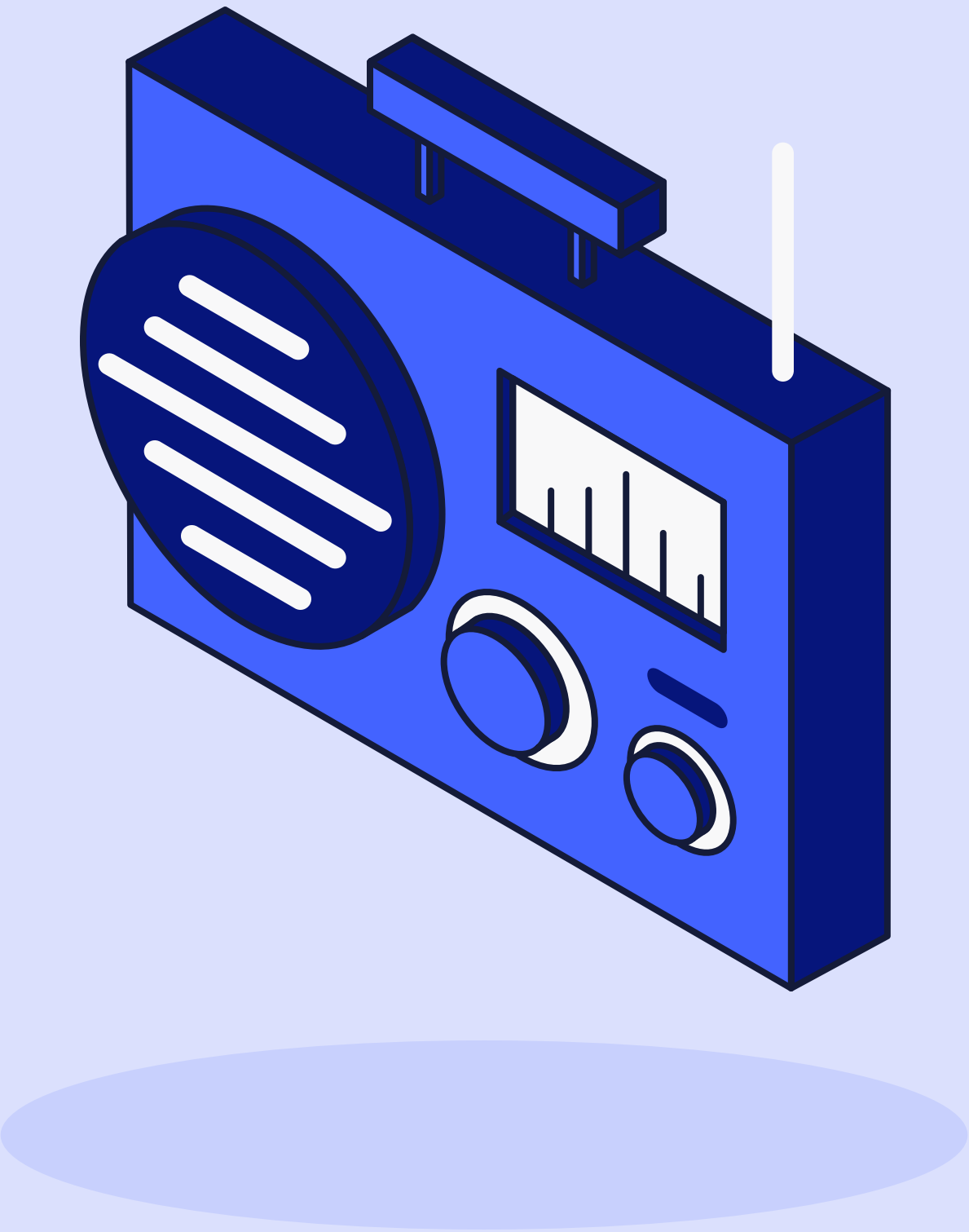
Increase exposure probability with

- Ad recal contextualization
- Poi
- Pixel
- Batch
- Broadcasting framing

Used by



\*We maximize the exposure probability by contextualizing the ad recall question. Respondents state whether or not they remember seeing the ad in the media in which it was shown.



# Cinema

“Do you remember seeing this ad at the cinema?”\*

Brand Lift method which applies to ads displayed in cinemas before a film.

Increase exposure probability with

- ☒ Ad recal contextualization
- ☒ Poi
- ☐ Pixel
- ☒ Batch
- ☐ Broadcasting framing

Used by



\*We maximize the exposure probability by contextualizing the ad recall question. Respondents state whether or not they remember seeing the ad in the media in which it was shown.

