happydemics

How to optimize your Brand lifts KPIs?

Your ad looks amazing !

universal brand lift provider

What are the main KPIs categories used by Happydemics?

Here's an overview of the KPIs used by Happydemics, divided into 3 different groups for a comprehensive analysis of your campaigns.

1

DELIVERY PERFORMANCE

3 KPIs fall into this category. They are used to validate ad targeting and delivery quality.

2

CREATIVE DIAGNOSIS

The KPIs in this category are used to assess the inherent qualities of the ad creative: Does it appeal? Interest? How is it perceived?

To do this, we look at the scores for each KPI among our ad recall respondents: since they've already seen the creative in its native environment and remembered it, they're in the best position to assess it.

3

AD RECALL IMPACT

These KPIs show how remembering having seen an ad impacts KPIs such as purchase consideration, brand image, intents, and so on.

Therefore, we measure uplifts, i.e., differences between ad recall scores and those reported by a control group (Non-Recall or Non-Exposure).

How are the different types of KPIs analyzed?

For best relevance, each KPI's calculation will depend on which of these three categories it belongs to.

1

DELIVERY PERFORMANCE

KPIs calculated in percentages %.

For ad recall, it represents the share of ad recallers respondents in the exposed group.

For the other KPIs, it represents performance among ad recallers respondents.

2

CREATIVE DIAGNOSIS

KPIs calculated only on Ad recallers respondents, with performance measured in percentage %.

Example: A 54% attribution means that 54% of ad recallers linked the campaign to the right brand.

3

AD RECALL IMPACT

KPIs calculated from uplifts between Ad-Recallers and the control population (Non ad recallers or Non exposed). Expressed in points.

Example: Consideration is 34% for Non ad recallers, and 54% for ad recallers. Therefore, the uplift is 20pts.

Why express uplifts in points rather than percentages?

Percentage points are preferred in mathematics & statistics

In general, comparing two percentages using points is a widely preferred approach, both mathematically and statistically.

More relevant comparisons

For instance, an uplift of +10pts can represent a difference of +25% or +200%.
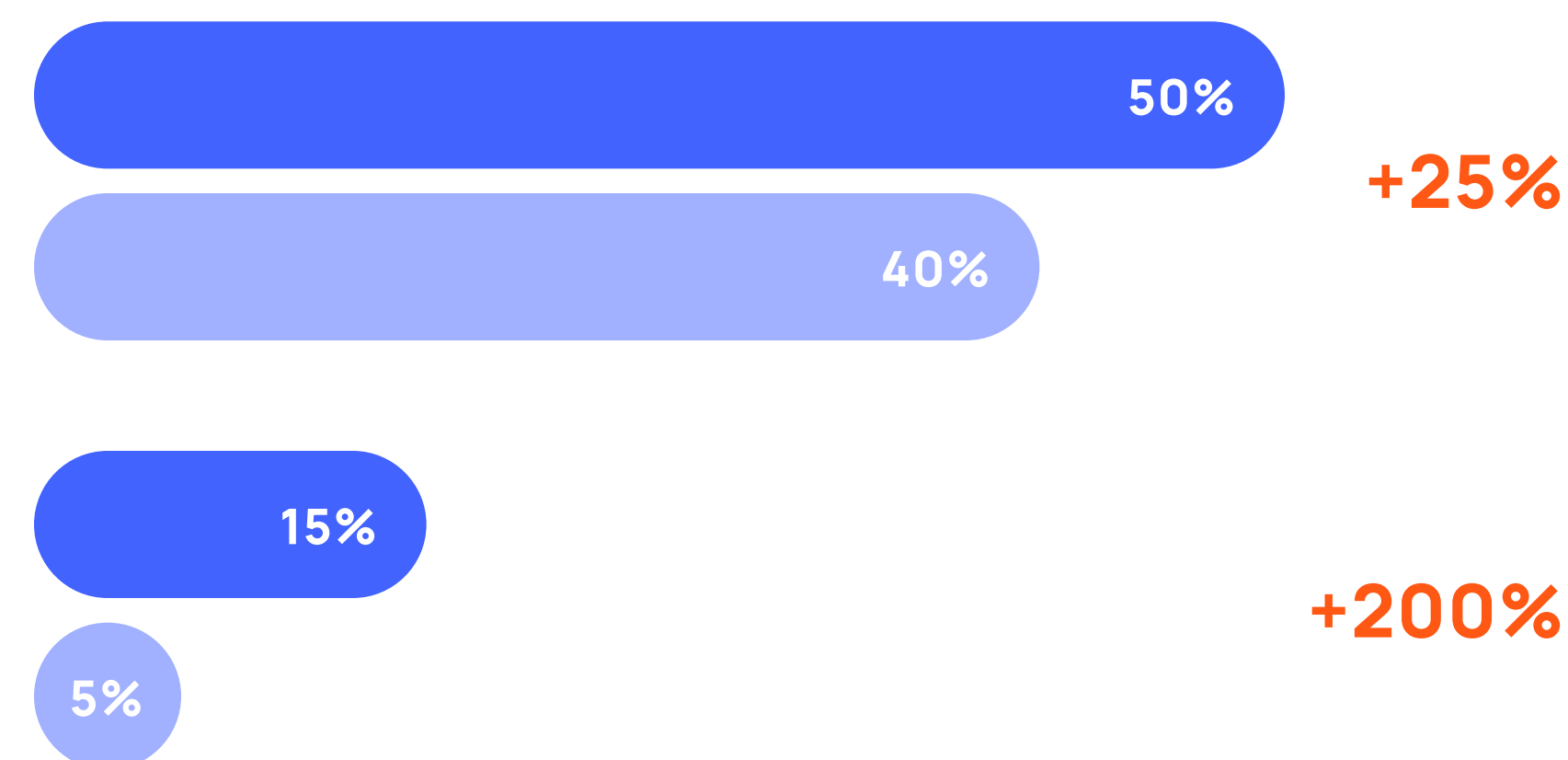
With the point as a comparison tool, we're interested in pure uplift, without taking into account the base value for non ad recallers. This enables us to offer much more relevant performance comparisons.

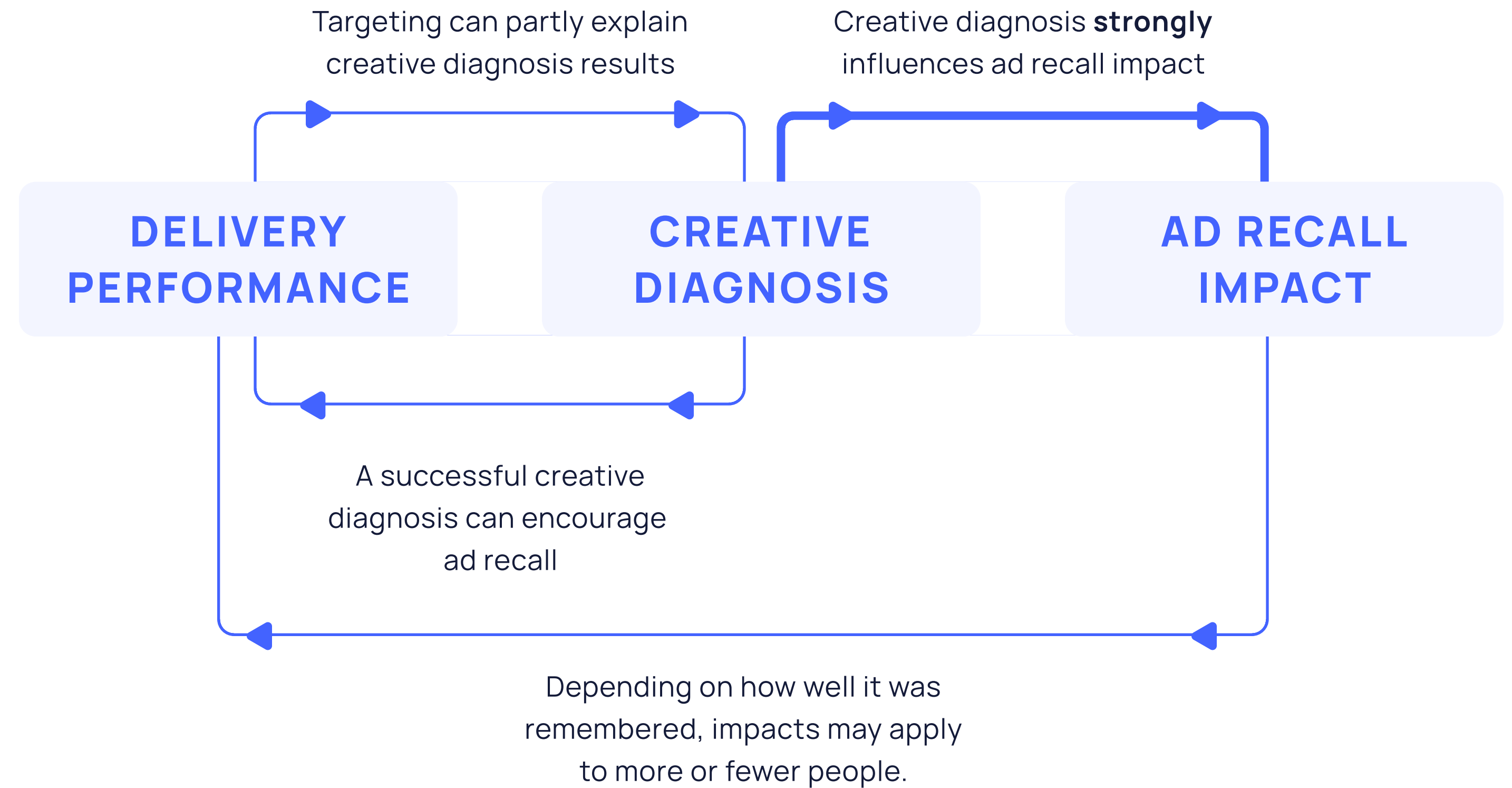## Essential for our benchmark

Our analysis method focuses on comparing performance against benchmarks. We therefore need to take into account the uplift itself, without adding the initial value parameter observed on the control population (in the example, 40% or 5%). The latter would in fact be a bias.

Performance difference based on a +10 point uplift

● Ad recallers ● Non ad recallers / Non exposed

50%

40%

+25%

15%

5%

+200%

What is the relationship between the different types of KPIs?

Targeting can partly explain creative diagnosis results

Creative diagnosis **strongly** influences ad recall impact

DELIVERY PERFORMANCE

CREATIVE DIAGNOSIS

AD RECALL IMPACT

A successful creative diagnosis can encourage ad recall

Depending on how well it was remembered, impacts may apply to more or fewer people.

How do I know if I need to optimize my performance on a KPI?

Happydemics lets you compare the results of your campaigns with our benchmark, taking into account media type and industry. To find out if you need to optimize your performance on a KPI, look at how it compares with the selected benchmark.

Attribution ⊗

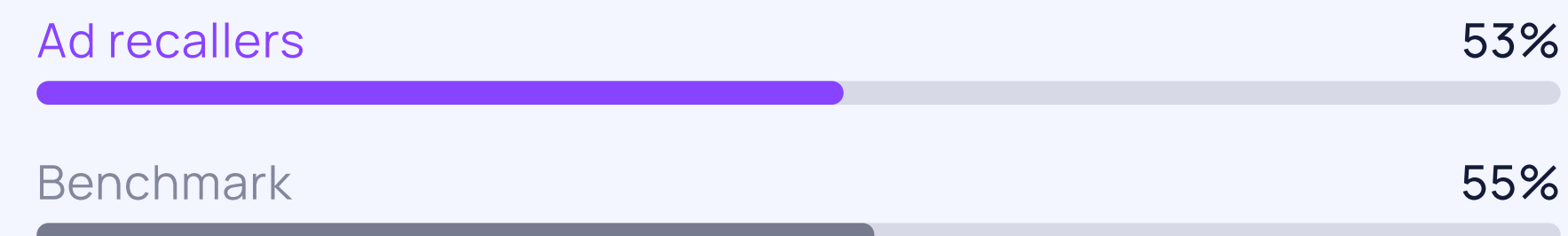Attribution needs to be optimized: the results are well below the benchmark.
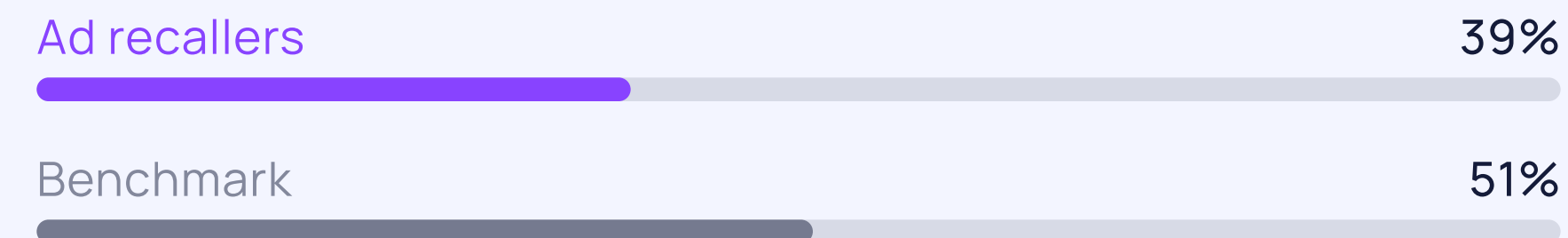
Interest ✓

In terms of interest, performance is on track with the benchmark (the difference with the benchmark is between -2pts and +2pts).

Consideration ✓

The impact on consideration is very positive! No optimization needed on this KPI.

Below average (-12pts)

Ad recallers   39%

Benchmark   51%

Within average (-2pts)

Ad recallers   53%

Benchmark   55%

Above average (+7pts)

Uplift   +30pts

Benchmark   +23pts

The KPIs

1 - DELIVERY PERFORMANCE

Ad recall Spontaneous ad recall Personal interest

2 - CREATIVE DIAGNOSIS

Attribution Interest Ad likeability Clarity Ad perception Ad format perception

Ad format relevance

3 - AD RECALL IMPACT

Brand familiarity Brand image Specific brand image Brand preference

Consideration (towards the brand) Consideration (vs. competitors) Specific intents

Purchase intention (towards the brand) Purchase intention (vs competitors)

Point of sales awareness Point of sales intent Last purchase

Delivery performance

Ad recall

## How well was the campaign remembered?

This KPI **measures the ad recall rate of your campaign**. It represents the proportion of exposed respondents who remember seeing or hearing the campaign. This KPI testifies to the campaign's ability (through its delivery, format and perception) to capture attention, an increasingly strategic issue in a highly competitive advertising market.

Note:

Ad recall has been declining since the beginning of 2023 (-5pts on average vs. 2022). This is a strategic KPI, reflecting the increasing difficulty in capturing an audience's attention in the advertising world.

In-game is highly efficient on ad recall: +14 pts on average vs. other media! (2022-2023)

This KPI is automatically included in all Brand Lifts run using the actual exposure method. It is not available in the cookieless method.

Standard   Visibilty   Business

Perception   Creative   Attention

Drive-to-store   Values
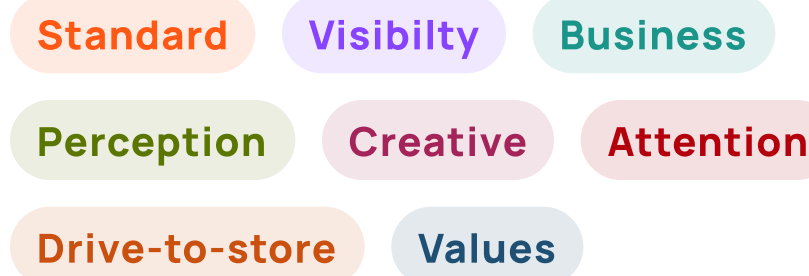
1   **The ad creative is the first thing to be remembered:** Does it reflect an effective and memorable visual identity? Is it clear enough? Is it appealing? To be sure, you can use the **Creative Essentials** template to identify ad creative improvements.

2   **Optimize the campaign's targeting,** which may not be precise or relevant enough. Check this by analyzing your results on the sub-target you're interested in or using the **Personal interest** KPI.

3   **Your broadcasting strategy could be optimized,** for example, by repeating the speech or integrating the ad creative more harmoniously into its environment.

4   **Beyond the ad creative itself, the distribution format is essential:** it must be adapted to the message conveyed, be relevant, and **efficiently support the brand's objective.** You can use our format KPIs for future campaigns: **Ad format perception** or **Ad format relevance**.

5   **Beware of marketing overload! Certain times of the year are intense in terms of communication.** As a result, communication becomes saturated, leading to an overall drop in ad recall. The festive season is typical of this effect. Don't put all your eggs in one basket by communicating only during these times.

Spontaneous ad recall

Has the campaign been sufficiently memorable and competitive in its market?

This KPI measures the campaign's **capacity to promote the brand's appeal** to those who remember seeing/hearing it. It also enables comparison with a list of competitors. This KPI can be positively impacted by brand awareness.

This can be useful for market-leading players operating in a highly competitive environment and for less well-established brands seeking to stand out.

Note:

| This KPI is perfectly adapted to analyze your campaign's capacity to capture attention.

OPTIONAL IN TEMPLATE

Creative

Personal interest

Has the campaign succeeded in targeting people interested in the product / service / brand?

This KPI measures **the interest level of those who recall your campaign**. It demonstrates how well the campaign has targeted the people most likely to be interested in your brand or product.

Note:

> **What are the differences between the Interest and Personal Interest KPIs?** The Personal Interest KPI confirms the targeting's relevance, while the **Interest** KPI focuses on the ad creative, and its capacity to highlight the topic of the ad.

OPTIONAL IN TEMPLATES

Creative   Attention

1 **Consider the audience-fit between the product/service being promoted,** the need it meets, and the target audience: is it balanced?

2 **Work on the ad's clarity by emphasizing just one main message or highlighting important information:** this will make the campaign easier to understand and thus reach a wider audience.

3 **Think contextual marketing:** this will be a valuable tool for targeting the most relevant audiences in a cookie-free world. You can rely on this strategy to ensure you reach your target audience, especially in niche markets such as luxury goods or B2B.

Creative diagnosis

Attribution

Has the campaign been successfully linked to the right brand?

This KPI measures **how well people who have memorized your campaign are able to associate it with the right brand**. This is a strategic KPI, as it shows the extent to which a brand will benefit from its campaign's results.

Note:

Brand awareness and its ability to create a brand universe (logo, slogan, colors, positioning, etc.) influence attribution.

OOH struggles more than other media on this KPI. You'll need to be very careful to emphasize the brand universe if you use this medium.

A poor attribution may be due to the use of product ranges rather than brand names in the survey. With greater precision, attribution is automatically weakened.

INCLUDED IN TEMPLATES

Standard   Visibility   Business

Perception   Creative

Attention   Drive-to-store
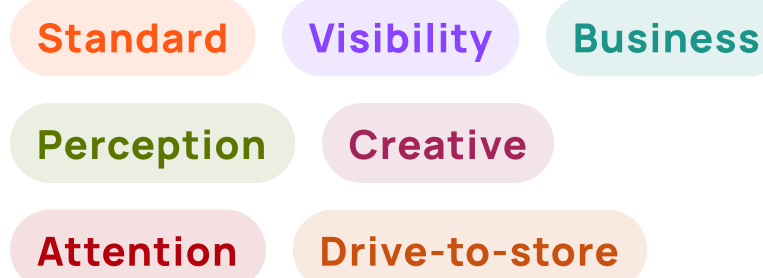
OPTIONAL IN TEMPLATE

Values

1 **Attribution is, above all, linked to the visibility of the brand logo.** To improve this, you can make it bigger, appear longer in the ad creative, or even throughout the creative for video formats, or mimic other information to make it stand out even more. You can also repeat the brand name vocally several times.

2 **Since Attribution is also linked to brand awareness, it requires in-depth work to make the brand and its universe known.** Are the brand's assets sufficiently recognizable? The best way to work on this is to increase the number of branding campaigns.

3 **The risk of confusion with a competitor can be high if the ad creative does not highlight the brand's specific features enough.** The **Specific brand image** KPI can help you check that the campaign is effective on these aspects! If there's a market leader, this is all the more important: you must avoid cannibalization at all costs.

4 **The campaign's targeting may not be precise or relevant enough.** Are you addressing the people most likely to be interested in the product or service and the brand being promoted?

Interest

Has the ad creative generated interest?

This KPI measures the **interest of ad-recaller respondents** (who remember seeing/hearing the ad) for the campaign. It enables us to assess the quality of the ad creative and the relevance of the advertising message.

Note:

> **What are the differences between the Interest and Personal Interest KPIs?** The **Personal interest** KPI assesses the targeting relevance, while the Interest KPI focuses on the ad creative, and its capacity to highlight the topic of the ad.

> Interest is **strongly** tied to the capacity to generate **Consideration** or **Intention** towards a brand!

> There is also a strong connection between Interest and **Ad recall**: we've seen a joint decline in both KPIs since the beginning of 2023, suggesting that attention is a key issue.

INCLUDED IN TEMPLATES

Standard   Values   Business

OPTIONAL IN TEMPLATE

Creative

1   **Refocus or sharpen the campaign message to better adapt to the product itself or the target audience.** For example, you could emphasize an offer's promotional dimension or highlight a product's technical features.

2   **Check that the campaign's targeting is specific or relevant enough.** To do this, analyze your results on the sub-target you're interested in or using the **Personal interest** KPI.

3   **"Authentic" or "Imaginative" tones encourage greater interest in the campaign: was this the case for the ad you're analyzing?** By contrast, ad creatives perceived as "simple" or "humorous" tend to have lower-than-average interest.

4   **Certain media seem more effective at generating interest:** video (TV and online video) and audio (digital audio) formats. If your priority is to get a complex message across, and if you have the opportunity, then choose these media.

Ad likeability

Does the campaign appeal?

This KPI measures the **overall appeal of your campaign** among people who remember seeing or hearing it. It helps assess the quality of the ad creative, both in terms of content and form: tone, claim, balance, message, clarity, etc.

Note:

> Ad likeability is strongly related to the capacity to generate **Consideration**, **Intent** and a better **Brand image**! This makes it a strategic KPI.

> Despite a drop in interest and ad recall in 2023, ad likeability remains stable.

> Creating campaigns that appeal is more or less easy, depending on the industry. FMCG campaigns are more likely to appeal than banking and insurance industry campaigns, for example.

INCLUDED IN TEMPLATES

Perception Creative

OPTIONAL IN TEMPLATE

Standard

HOW TO OPTIMIZE THIS KPI?

1 **Campaigns perceived as "aesthetic" and "imaginative" are more likely to appeal!** By contrast, ad creatives perceived as "simple" have a lower-than-average appeal.

2 **The cleaner the design, the more it appeals: there's a strong correlation!** So ensure you don't clutter up your creatives too much, prioritize information, and have just one main message.

3 **Check that campaign targeting is sufficiently precise or relevant.** To do this, analyze your results on the sub-target you're interested in or using the **Personal interest** KPI.

4 **Approval is an essential part of creative diagnosis. The Creative Essentials template** will help you understand in detail how a campaign performs on this KPI, especially if you're struggling to keep up with our benchmark.

Clarity

Is the ad creative clear enough?

This KPI measures **how well the message is understood** by people who recall seeing or hearing your campaign. It helps assess the quality of the creative and the message: information flow, clear creative that highlights the targeted product or service, etc.

Note:

> In general, Clarity is better in DOOH, OOH and Digital Audio. However, on display, connected TV and online video, ad creatives are more harshly judged on this KPI.

INCLUDED IN TEMPLATES

Creative   Values   Attention

OPTIONAL IN TEMPLATE

Standard

HOW TO OPTIMIZE THIS KPI?

1   **The ad creative may contain too much information.** The audience may feel "overwhelmed", making it harder to appreciate and understand the campaign. **Go straight to the point, especially for branding campaigns!**

2   **Make sure you prioritize information, highlighting the most important** (font size, recurrence, creative universe, product)**. The format is also important:** an audio format is better suited to conveying more complex messages, for example.

3   **Clarity is closely linked to [Ad likeability](#).** A clear campaign will be seen as more balanced and more likely to appeal. Don't hesitate to use our **Creative Essentials template** to work on these clear and appealing concepts.

4   If the brand behind the campaign cannot be easily identified, this will not help to make the message clearer and easier to understand. **Make sure you work on the campaign's [Attribution](#)!**

Ad perception

How is the campaign perceived?

This KPI lets you **know the perceived positive aspects of your campaign**. It is based on 3 to 6 attributes you can select from a defined list: creative, funny, informative, etc. It allows you to identify which attributes are most frequently mentioned and which are less so.

This KPI is calculated on a comprehensive scale, i.e., the proportion of ad-recaller respondents who selected at least one positive item. However, we strongly recommend analyzing responses by item.

Note:

By analyzing the perception of advertising on specific items, you can work on brand differentiation, a key issue in today's competitive environment.

The suggested items are always "positive": the challenge is to confirm or reject the ad creative decisions made.

INCLUDED IN TEMPLATE

Creative

OPTIONAL IN TEMPLATES

Standard   Perception   Values

Attention

1   **Do the items that stand out the least relate well to the campaign?** What is the brand's desired positioning? This will enable you to understand what didn't work and which items represent your areas of improvement for future campaigns.

2   **The campaign's tone may not have been adapted to the product, brand, or campaign objective.** Try to find a tone that aligns with the targeted perception items.

3   **The message did not enhance the campaign according to your objectives.** It may need to be adapted to match the chosen perception items better.

Ad format perception

How is the campaign format perceived?

This KPI lets you **know how your campaign's distribution format is perceived**. It is based on 3 to 6 attributes you can select from a defined list: relevant, non-invasive, innovative, etc. It helps validate the format's characteristics (distribution environment, distribution medium, integration, duration, etc.) and if they're adapted.

This KPI is calculated on a comprehensive scale, i.e., the proportion of ad-recaller respondents who selected at least one positive item. However, we strongly recommend analyzing responses by item.

Note:

We recommend integrating an ad creative into its distribution environment: for OOH or DOOH, for example, a photo of the billboard so you can see where it is – for in-game ads, show how the ad fits into the game, etc.

The suggested items are always "positive": the challenge is to confirm or reject the ad creative decisions made.

INCLUDED IN TEMPLATE

Attention

OPTIONAL IN TEMPLATE

Perception

HOW TO OPTIMIZE THIS KPI?

1   **Do the items that stand out the least relate well to the campaign?** To the brand's desired positioning? This will enable you to understand what didn't work and which items represent your areas of improvement for future campaigns.

2   **Is the ad well adapted to the format used?** When advertising on several different media, it's important to ensure the ad creative is as effective as possible.

Ad format relevance

Is the campaign format consistent with the brand/message you want to promote?

This KPI measures the **consistency between the format used and the brand image/message you intend to deliver** to respondents who remember seeing/hearing the ad.

Note:

> We recommend integrating an ad creative into its distribution environment: for OOH or DOOH, for example, a photo of the billboard so you can see where it is located – for in-game advertising, show how the ad fits into the game, etc.

OPTIONAL IN TEMPLATES

Perception   Creative

1   **Is the ad well adapted to the format used?** When advertising on several different media, it's essential to ensure that the creative stands out as much as possible.

Ad recall impact

Impact KPIs conversion funnel

AWARENESS

Brand familiarity

IMAGE

Brand image

Specific brand image

CONSIDERATION

Brand preference

Consideration

PURCHASE

Point of sales intent
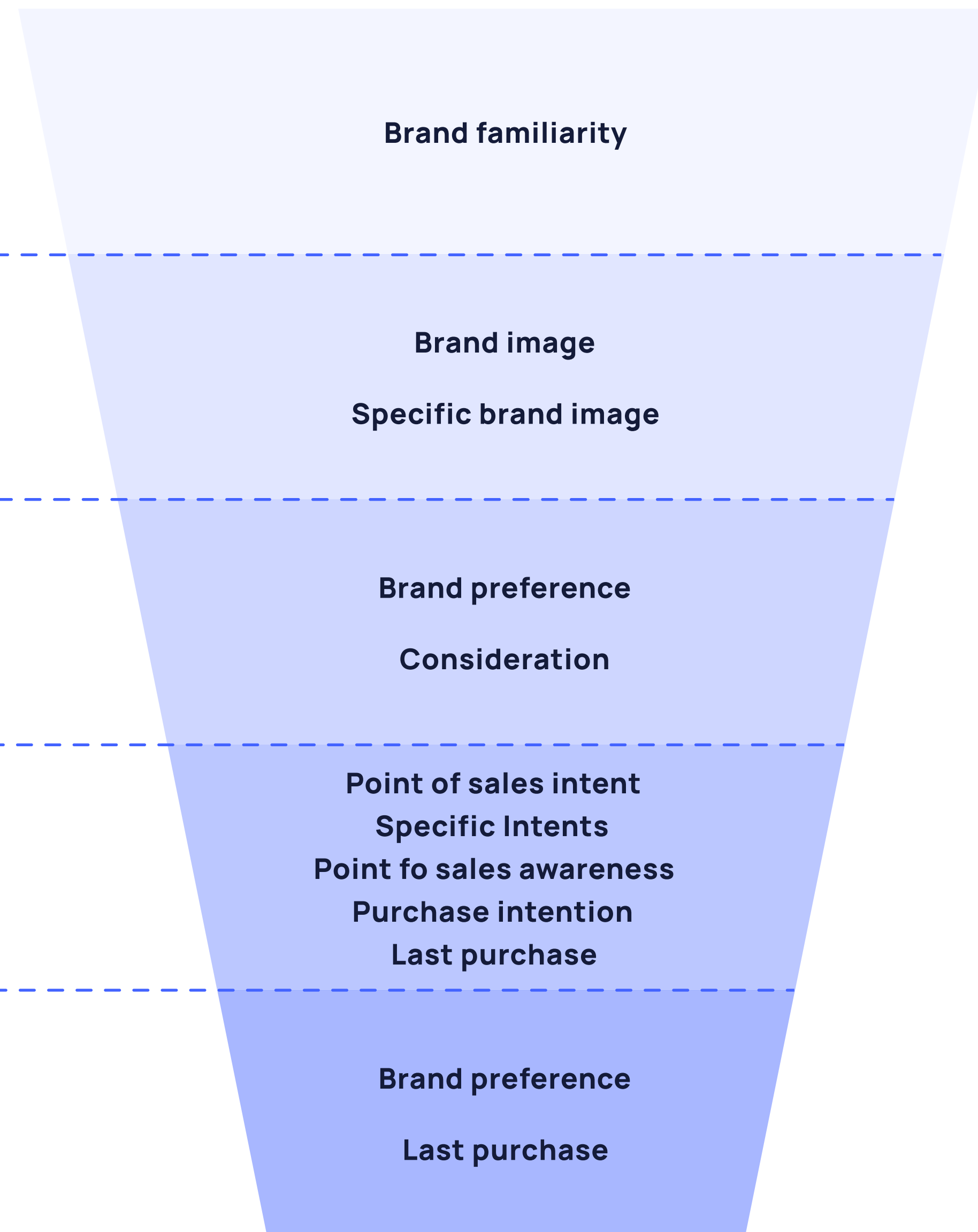
Specific Intents

Point fo sales awareness

Purchase intention

Last purchase

LOYALTY

Brand preference

Last purchase

Brand familiarity

Does the campaign improve brand awareness?

This KPI measures **the impact of ad recall on brand awareness**: does recalling seeing/hearing the brand lead to a significant increase in the number of people claiming to know it "very well"? This KPI can also be used to assess the impact of the campaign on brand awareness: how many respondents know the brand fairly well? Or only by name?

Note:

> This KPI provides an overview of the campaign's impact on brand awareness. However, you cannot use it to calculate a brand awareness rate: to do so, you would need to survey a cross-section of the population.

INCLUDED IN TEMPLATES

Visibility   Values

OPTIONAL IN TEMPLATE

Standard

1   **Familiarity / closeness with a brand is built over time and on a strong, well-defined brand universe.** Increase the number of branding campaigns to influence this KPI as much as possible!

2   **We've seen that the "clearer" a campaign is perceived to be, the more brand familiarity it generates!** So don't hesitate to work on your campaigns' **Clarity** by visiting the page dedicated to this KPI.

3   Moreover, we've noticed that an ad creative with **a "warm" or "family" tone is more likely to generate Familiarity with the brand**. If you aim to work hard on this KPI, these are the tones you should prefer!

4   If the campaign didn't generate an optimal uplift but brand familiarity is very high among all respondents, you **don't need to maintain your efforts at this level of the marketing funnel** for the target population. **You can now focus on KPIs further down the funnel, such as Consideration, Brand preference, or Intention.**
You can also **target other populations** for which brand familiarity needs to be improved.

Brand image

Does the campaign create a positive image of the brand?

This KPI measures **the impact of ad recall on overall brand image**: does seeing/hearing the ad generate a more positive image of the brand? You can also analyze responses in detail, by looking at the share of respondents with a "very positive", "positive", "neutral", "negative" or "very negative" image of the brand.

Note:

This KPI is linked to the **Ad likeability** KPI: the more the campaign is appreciated, the more it generates a positive image of the brand.

There is little difference between the different media in terms of impact on this KPI.

INCLUDED IN TEMPLATES

Standard   Perception

OPTIONAL IN TEMPLATE

Values

1   **The more a campaign appeals, the more it generates a positive image for the brand. Ad likeability** is a strategic KPI: go to the page dedicated to this KPI to learn how to improve it and boost this Brand Image KPI even further!

2   To better understand the components of Brand Image, and what needs to be worked on more intensively, **use the Specific brand image KPI as a complement**: it will tell you which image aspects you need to focus on.

3   If the campaign has not generated an optimal uplift, but the Brand Image is already very good with all respondents, it is **unnecessary to maintain your efforts at this level of the marketing funnel for the target population at this time**. **You can now concentrate on KPIs further down the funnel, such as Consideration, Brand preference, or Intention.**
You can also **target other populations** for whom brand image still needs to be improved.

Specific brand image

Does the campaign work on specific brand image items?

This KPI measures **the campaign's ability to improve the brand's image in specific image aspects**. You can choose between 3 and 6 attributes from a list defined when setting up your Brand Lift.

Note:

This KPI has been growing strongly since 2021, showing that brand differentiation is a strategic and ongoing issue.

Unlike the **Brand image** KPI, there is great disparity in terms of the media used: DOOH largely dominates the other media.

The items selected are always "positive": the challenge is to confirm or not the campaign's capacity to address specific perceptions.

INCLUDED IN TEMPLATES

Values   Perception

OPTIONAL IN TEMPLATES

Standard   Visibility

1   **Focus on the items that stand out the least, especially regarding uplift:** Do they match the campaign? With the brand's desired positioning? This will enable you to understand what didn't work and which items need improvement in future campaigns.

2   **Campaigns perceived as "aesthetically pleasing" and "friendly" do best on this KPI.** In terms of "claims," we find similar dimensions: the campaign must "make you dream" or highlight the "pleasant" aspect of the product/service being promoted.

3   **It is worth drawing a link between this KPI and the more general Brand image KPI:** Do the perception aspects worked on lead to a better overall image of the brand?

Brand preference

Does the campaign generate brand preference?

This KPI measures **the impact of ad recall on brand preference**. It shows the extent to which the campaign can influence the choice of a consumer when faced with several brands with similar offers, and therefore position the brand against its competitors.

Note:

As this KPI includes competitors, choosing the right ones is highly strategic and has a major influence on results.

INCLUDED IN TEMPLATE

Visibility

OPTIONAL IN TEMPLATE

Attention

1 **Brand Preference comes into play in the middle of the funnel, especially for brands with an established customer base.** If your brand is not yet well established, it will be difficult to generate preference. It's better to start with **Brand familiarity**!

2 **Brand preference, like Brand familiarity, is a long-term process.** Increase the number of branding campaigns to influence this KPI as much as possible and strengthen your brand universe.

Consideration (towards the brand)

Does the campaign generate purchase consideration for the brand?

This KPI measures the **impact of ad recall on purchase consideration**.

It assesses the extent to which the brand is a possible choice to meet an individual's need in a purchasing decision.

Note:

You can choose the most appropriate action verb for the campaign from a list: buy, visit, subscribe, etc.

Consideration is strongly correlated with **Interest** and **Ad likeability**.

What are the differences between Consideration and Purchase Intention? Consideration is a hypothetical purchase of the advertised product or service, not a clear and immediate purchase intention.

INCLUDED IN TEMPLATES

Standard   Visibility   Business

Drive-to-store

OPTIONAL IN TEMPLATE

Attention

HOW TO OPTIMIZE THIS KPI?

1 **Consideration is closely linked to the Ad likeability and Interest KPIs.** Please visit the pages dedicated to these KPIs to work more efficiently on Consideration.

2 **Check that your campaign's targeting is precise or relevant enough.** To do this, analyze your results on the sub-target you're interested in or using the **Personal interest** KPI.

3 In some cases, a low impact on consideration can be explained by a **poor understanding of the campaign or what the brand offers**. Is the brand's positioning clear enough?

4 If the campaign has not generated the best uplift but consideration is already satisfactory among all respondents, you can **go further in the marketing funnel** and use intention KPIs (**Specific intents** or **Purchase intention**).

Consideration (vs. competitors)

Does the campaign generate purchase consideration for the brand?

This KPI measures **the impact of ad recall on purchase consideration within its competitive environmen**t (i.e., 3 to 5 competitors you specify).

It assesses the extent to which the brand is a possible choice to meet an individual's purchasing need, and who are your most challenging competitors.

Note:

> **What are the differences between Consideration and Purchase intention?** Consideration is a hypothetical purchase of the advertised product/service, not a clear and immediate purchase intention.

> Selecting competitors is an important step: make sure you adapt it as much as possible to the target brand. If it's an up-and-coming brand, for example, don't select only long-established leaders, try to balance the players involved.

INCLUDED IN TEMPLATES

Standard   Visibility   Business

Drive-to-store

OPTIONAL IN TEMPLATE

Attention

HOW TO OPTIMIZE THIS KPI?

1 **Consideration is closely linked to the Ad likeability and Interest KPIs.** Please visit the pages dedicated to these KPIs to work more efficiently on Consideration.

2 **Check that your campaign's targeting is precise or relevant enough.** To do this, analyze your results on the sub-target you're interested in or using the **Personal interest** KPI.

3 In some cases, a low impact on consideration can be explained by **a poor understanding of the campaign** or what the brand offers. Is the brand's positioning clear enough?

4 If the campaign has not generated the best uplift but consideration is already satisfactory among all respondents, you can **go further in the marketing funnel** and use intention KPIs (**Specific intents** or **Purchase intention**).

Specific intents

Does the campaign generate tangible, immediate intents?

This KPI measures the **impact of ad recall on different types of intent**: purchase, enquire, share with family and friends, etc. It is based on 3 to 6 intent types that you can choose from a defined list.

It assesses a consumer's willingness to act in favor of the brand in the near future.

Note:

> This KPI is strongly connected to **Ad likeability**, and to a lesser extent to **Interest**.

OPTIONAL IN TEMPLATES

Standard   **Values**

1   **Which of the response items worked best or worst?** Is this consistent with the campaign objective? This exercise will outline what you need to work on or optimize for future campaigns.

2   Specific intents are closely linked to **Ad likeability**. **The more a campaign appeals, the more it drives people to take action.** So make sure you work hard on this KPI!

3   **Check that your campaign's targeting is precise or relevant enough.** To do this, analyze your results on the sub-target you're interested in or using the **Personal interest** KPI.

4   For display (and in some cases VOL), **call-to-action facilitates conversions**, whether in terms of website visits, enquiries, or even purchases. So don't hesitate to use them.

5   **The impact on intentions is strongly linked to the type of products/services highlighted in the campaign.** So, it's important to compare yourself with the right benchmark. For example, generating intentions for mass-market products is much easier than financial ones!

6   Campaigns perceived as **"aesthetic," with an "informative" or "pleasing" claim**, tend to generate the most intent!

Purchase intention (towards the brand)

Does the campaign generate immediate purchase intention?

This KPI measures **the impact of ad recall on the purchase intention triggered** in individuals. It assesses a consumer's willingness to make an immediate purchase in favor of the brand.

Note:

> **What's the difference between Consideration and Purchase Intention?** Consideration is a hypothetical purchase of the advertised product or service, not a clear and immediate purchase intention.

INCLUDED IN TEMPLATES

Attention   Business

OPTIONAL IN TEMPLATES

Standard   Visibility

Drive-to-store

1   **There's a strong connection between Ad likeability and Purchase Intention.** Go to the page dedicated to this KPI to optimize it.

2   **Check that your campaign's targeting is precise or relevant enough.** To do this, analyze your results on the sub-target you're interested in or using the **Personal Interest** KPI.

3   **Purchase intention is highly dependent on the industry involved.** Make sure you consider the benchmark you're using and modify it if necessary: for example, it's much easier to generate intentions for mass-market products than for financial products!

4   If your brand lift also includes the **Consideration** KPI, see if **it performs well**. This one is less engaging and occurs in a hypothetical purchase situation.

5   **For digital formats, don't hesitate to use call-to-actions** to boost conversions, especially regarding purchases.

Purchase intention (vs competitors)

Does the campaign generate immediate purchase intention?

This KPI measures **the impact of ad recall on the individual's intent to purchase the brand, relative to the competitive environment** (i.e., 3 to 5 competitors you specify). It assesses a consumer's willingness to make an immediate purchase in favor of the brand.

Note:

> **What are the differences between Consideration and Purchase intention?** Consideration is a hypothetical purchase of the advertised product or service, not a clear and immediate purchase intention.

> Selecting competitors is an important step: make sure you adapt it as much as possible to the target brand. If it's an up-and-coming brand, for example, don't just select long-established leaders, try to balance the players involved.

INCLUDED IN TEMPLATES

Attention   Business

OPTIONAL IN TEMPLATES

Standard   Visibility

Drive-to-store

HOW TO OPTIMIZE THIS KPI?

1   **There's a strong connection between Ad likeability and Purchase intention.** Go to the page dedicated to this KPI to optimize it.

2   **Check that your campaign's targeting is precise or relevant enough.** To do this, analyze your results on the sub-target you're interested in or using the **Personal interest** KPI.

3   **Purchase intention is highly dependent on the industry involved.** Make sure you consider the benchmark you're using and modify it if necessary: for example, it's much easier to generate intentions for mass-market products than for financial products!

4   If your brand lift also includes the **Consideration** KPI, **see if it performs well**. This one is less engaging and occurs in a hypothetical purchase situation.

5   **For digital formats, don't hesitate to use call-to-actions** to boost conversions, especially regarding purchases.

Points of sales awareness

Did the campaign increase awareness of the brand's points of sale?

This campaign impacted recall on awareness of the brand's nearby points of sale.

It is used to assess the performance of a drive-to-store campaign through its capacity to increase awareness of a specific point of sale.

Note:

> Selecting competitors is an important step: make sure you adapt it as much as possible to the target brand. If it's an up-and-coming brand, for example, don't just select long-established leaders, try to balance the players involved.

INCLUDED IN TEMPLATE

Drive-to-store

OPTIONAL IN TEMPLATE

Business

1 **Check that your campaign's targeting is precise or relevant enough.** To do this, analyze your results on the sub-target you're interested in or using the **Personal interest** KPI.

2 **Showing a map with nearby points-of-sale or a store locator** makes it easier for the audience to locate themselves relative to the brand.

3 **The ad creative may be a little unclear and may not highlight the fact that stores are nearby.** To improve **Clarity**, go to the slide dedicated to this KPI.

Points of sales intent

Does the campaign generate store visit intent?

This KPI measures the **impact of ad recall on the intention to visit the brand's points of sale near the respondent**.

It confirms the performance of a drive-to-store campaign through its capacity to motivate consumers to visit the brand's stores.

INCLUDED IN TEMPLATE

Drive-to-store

OPTIONAL IN TEMPLATE

Business

1   **Check that your campaign's targeting is precise or relevant enough.** To do this, analyze your results on the sub-target you're interested in or using the **Personal interest** KPI.

2   **Showing a map with nearby points-of-sale or a store locator** makes it easier for the audience to locate themselves relative to the brand.

3   **The ad creative may be a little unclear** and may not highlight the fact that stores are nearby. To improve **Clarity**, go to the slide dedicated to this KPI.

Last purchase

Has the campaign triggered brand purchases?

This KPI measures **the impact of ad recall on the recent purchase decision**. It assesses the ability of the message and its distribution to influence a purchase decision.

It is used to assess the performance of a drive-to-store campaign through its capacity to trigger a purchase decision.

OPTIONAL IN TEMPLATE

Business   Drive-to-store

1   **Check that your campaign's targeting is precise or relevant enough.** To do this, analyze your results on the sub-target you're interested in or using the **Personal interest** KPI.

2   **This KPI is the lowest level of the conversion funnel.** If your results are unsatisfactory, consider analyzing KPIs higher up in the funnel to see where you need to improve your impact on the conversion chain.

Take advantage of the potential of every media

In this guide, based on the analysis of more than 1,200 ad campaigns, you'll discover the essential insights to enhance the performance of each media (TV, CTV, display, in-game, digital audio, (D)OOH, etc.) and strengthen your expertise in optimizing your customers' media strategies.

Download guide

happydemics

How to generate more uplift for your advertising campaigns?

October 2023

happydemics

Happydemics is the industry leader in advertising performance measurement. Its Brand lift solution enables you to prove the impact of media investments (DOOH, CTV, VOL, audio, in-game, display...) on exposed individuals, and compare performance with over 15,000 benchmarks across all media, industries and budgets, to optimize your strategies better.

The scale-up works as a trusted third party for over 300 adtechs, DSPs and advertising agencies in France and around the world.

Happydemics, the #1 trusted third party in the advertisig industry