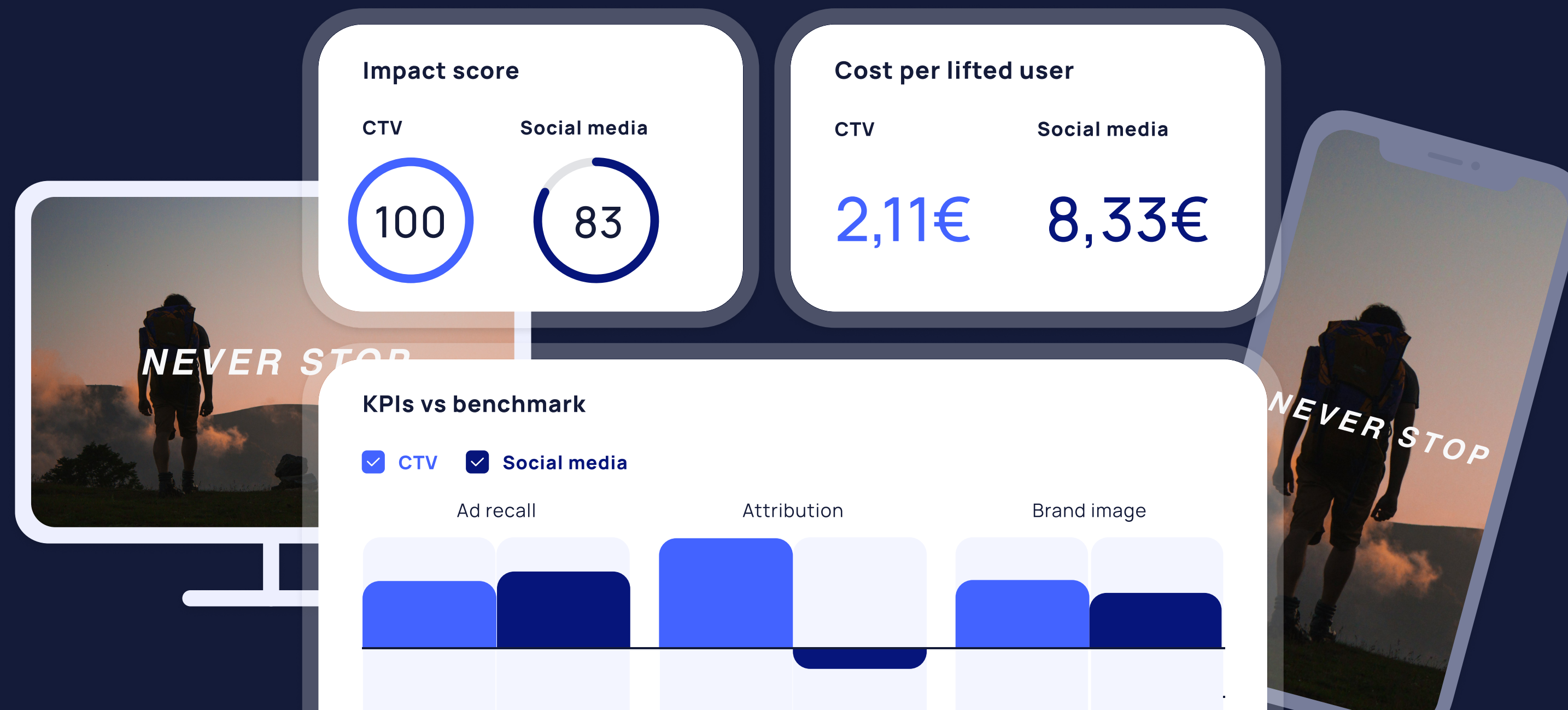


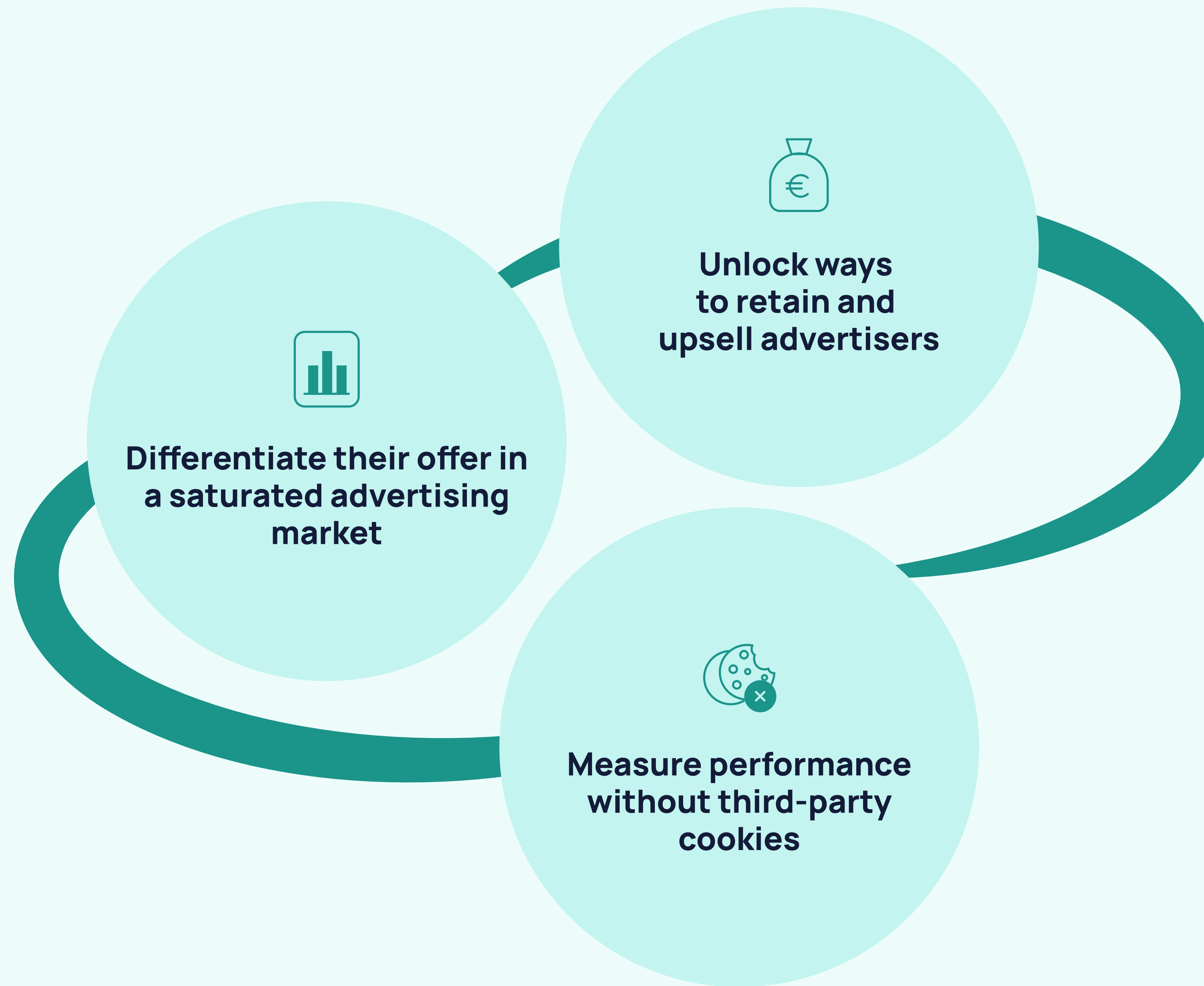


Reveal ad impact, drive profitability



Today's advertising networks face many challenges

Measurement is the #1 concern of media professionals



In the advertising world, people are over-solicited, untraceable and polarized.

The only way to measure performance is to put the individual at its heart.

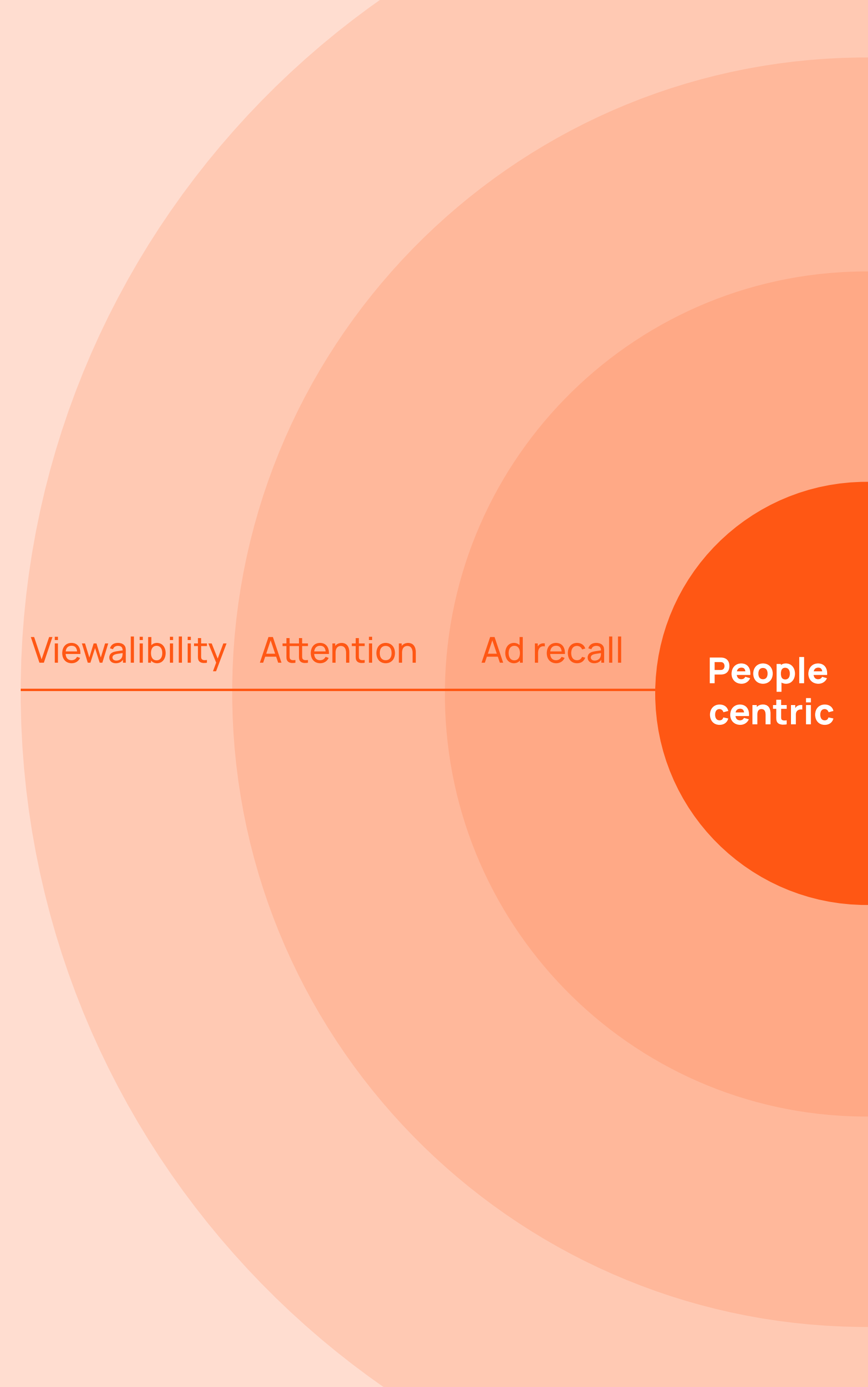
Ad
centric

Viewability

Attention

Ad recall

People
centric

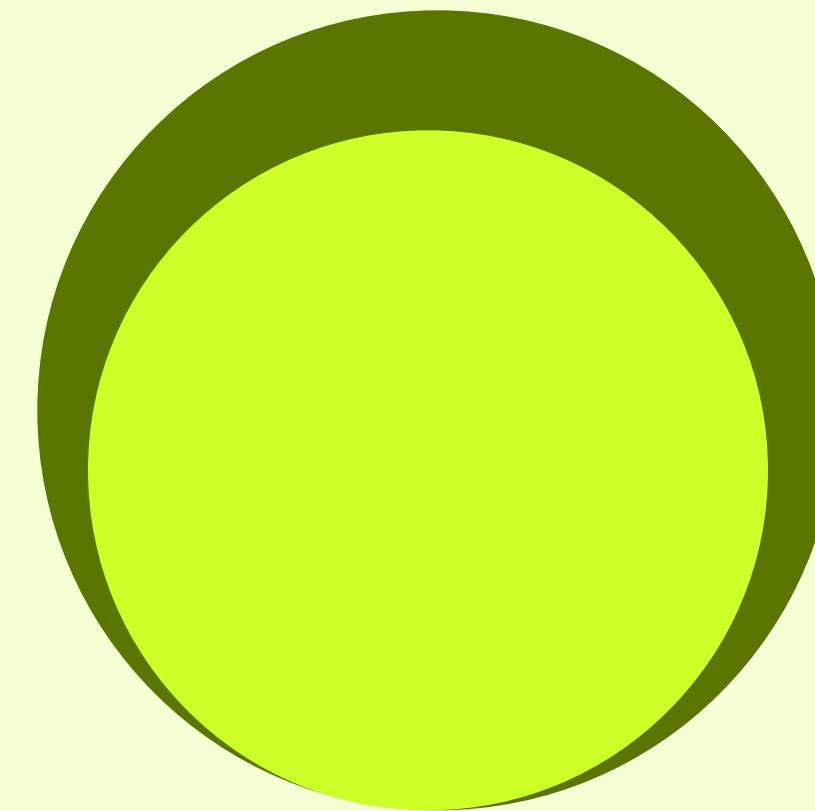


Happydemics enhances your business impact

“Our Happydemics partnership helps us build trust. We measure outcomes which our clients can use to demonstrate the true value of their programmatic spend through Magnite, thanks to a tangible set of data across both CTV and online video.”



David Snocken
VP partnerships EMEA @ Magnite



+15%
increase in media budget gains

+3 to 6 pts
in purchase intent after
activating a Brand lift on
a campaign

97%
renewal of
advertisers' media
spend

Estimated impact on 10 of Happydemics' customers

The leading media Brand lift connected by design to the advertising ecosystem

10+
medias

25,000+
benchmarks

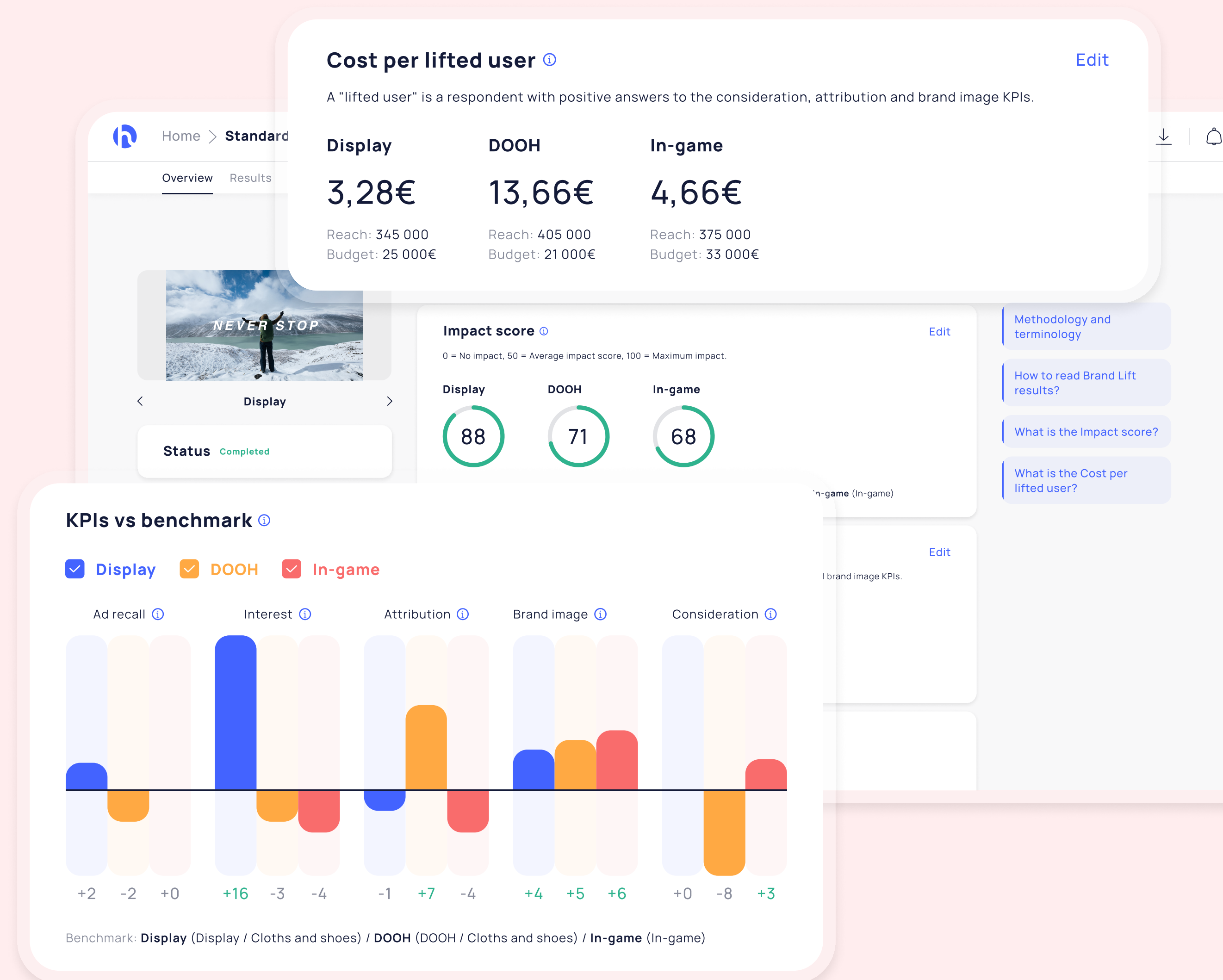
60+
industries

30+
universal metrics



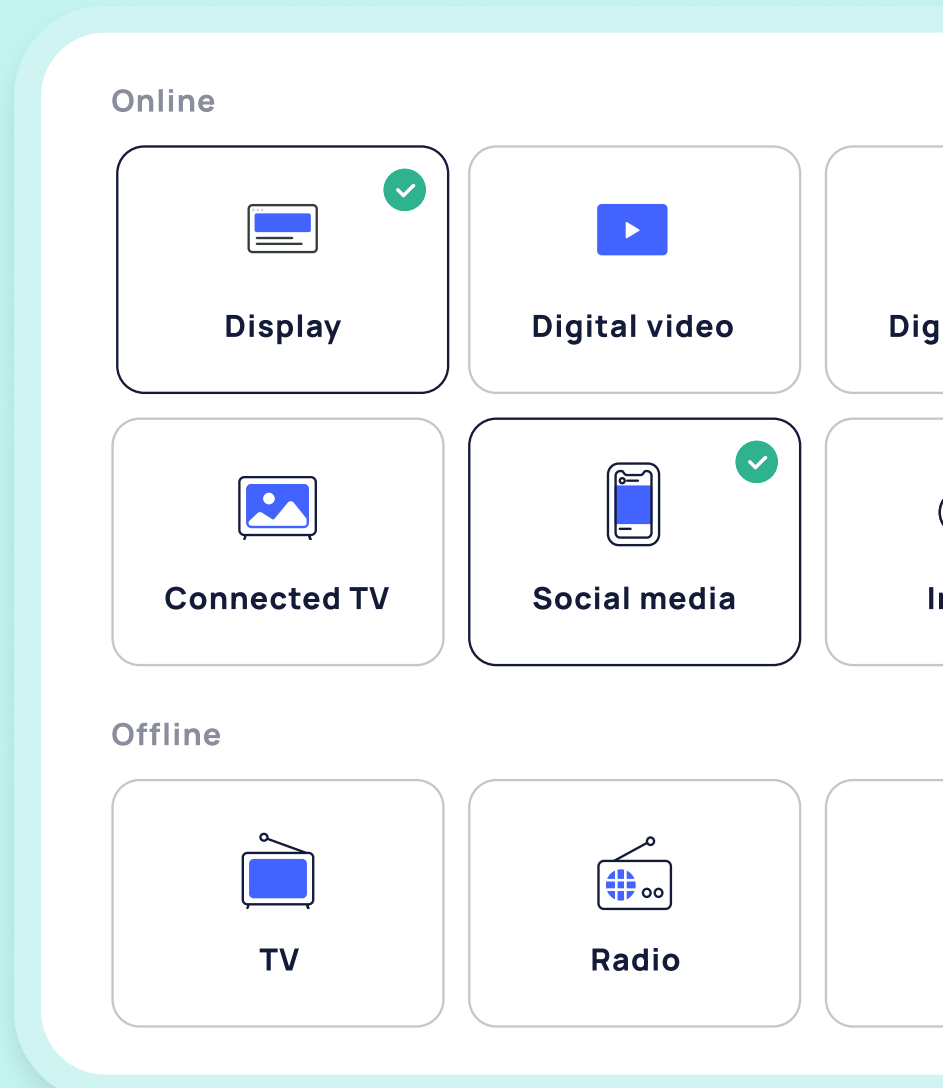
Optimize your investments with responses from exposed audiences across all media

- **Quick** to launch, in a few clicks
- **Simple** to share with everyone
- **Efficient** to optimize your performance
- **Cost-efficient** to be repeated regularly



Instant Brand lift solution at scale

Universal
measurement
standard for all
media, across all
regions.



ROI metrics by
channel powered by
the opinions of
people exposed
to ads.

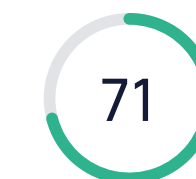
Impact score

0 = No impact, 50 = Average impact score, 100 = Maximum impact.

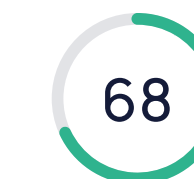
Display



DOOH



In-game



Benchmark: Display (Display / Cloths and shoes) / DOOH (DOOH / Cloths a

Cost per lifted user

A "lifted user" is a respondent with positive answers to the consideration,

Display

3,28€

Reach: 345 000
Budget: 25 000€

DOOH

13,66€

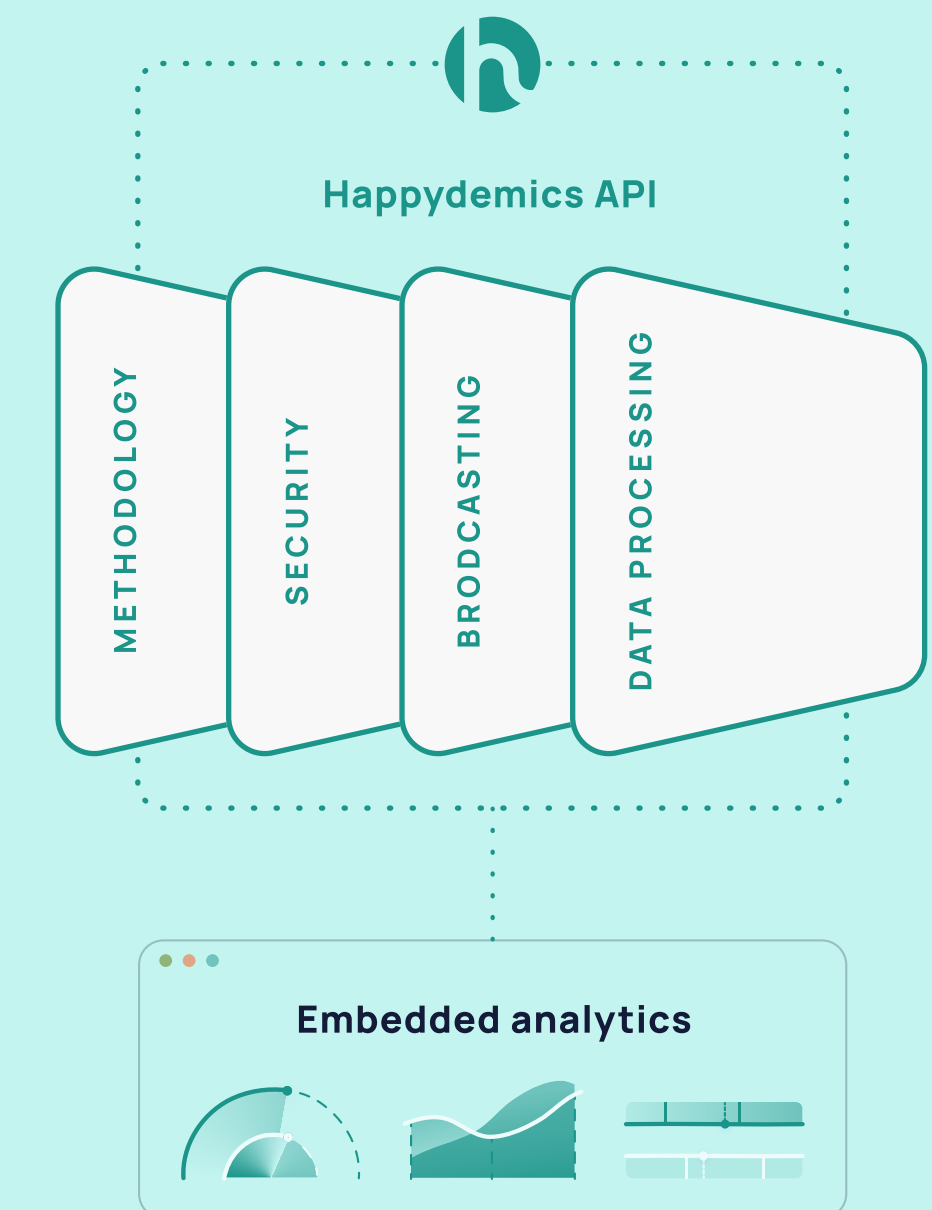
Reach: 405 000
Budget: 21 000€

In-game

4,66€

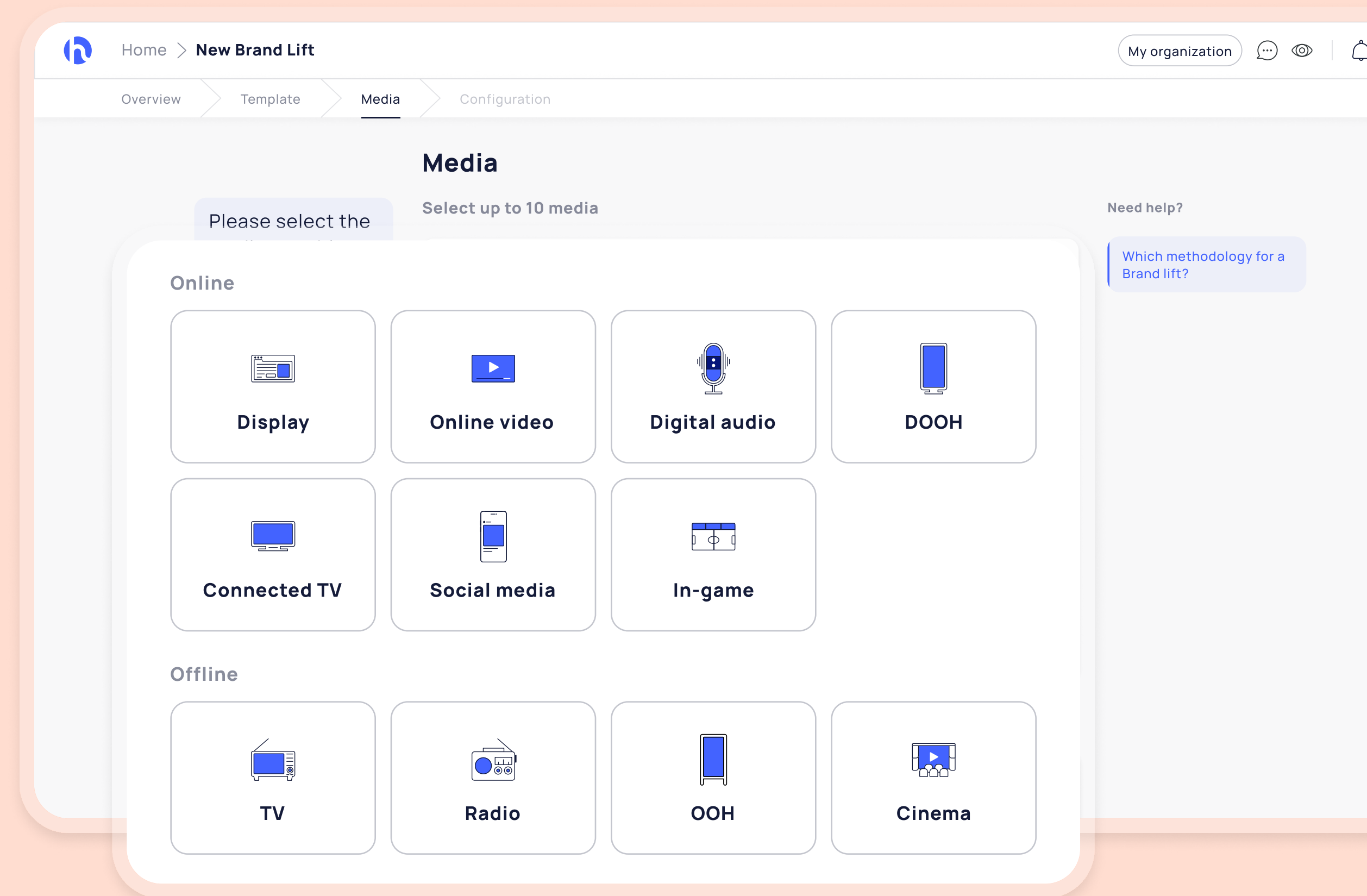
Reach: 375 000
Budget: 33 000€

Simplified and
integrated SaaS
platform for
industrialized
measurement.



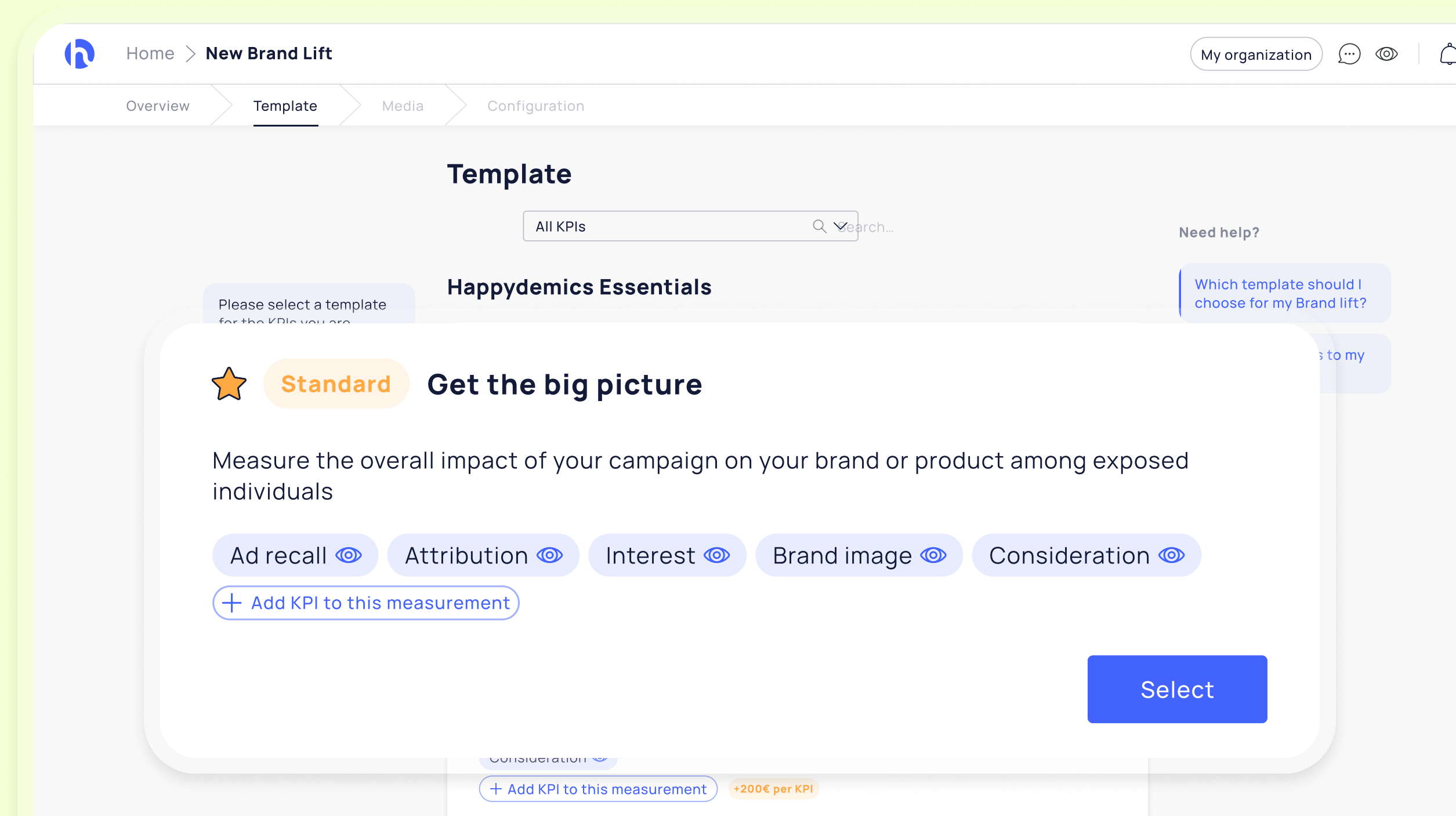
Your automated Brand lift for all ad campaigns, anywhere in the world

- Your Brand lift tool to launch and analyze **on your own** the performance on **each media**.
- **All your media, online and offline:** display, CTV, Audio, OOH, VOL...
- Available in **+100 countries** with a potential of 4+ billion respondents.



Ready-to-use templates that cover all advertising needs

- Combinations KPIs created to optimally meet clear **advertising objectives**.
- Templates approved by our Insights expert team to build **our standards by media, area and industry**.
- **5 KPIs per template** and 2 profiling questions.

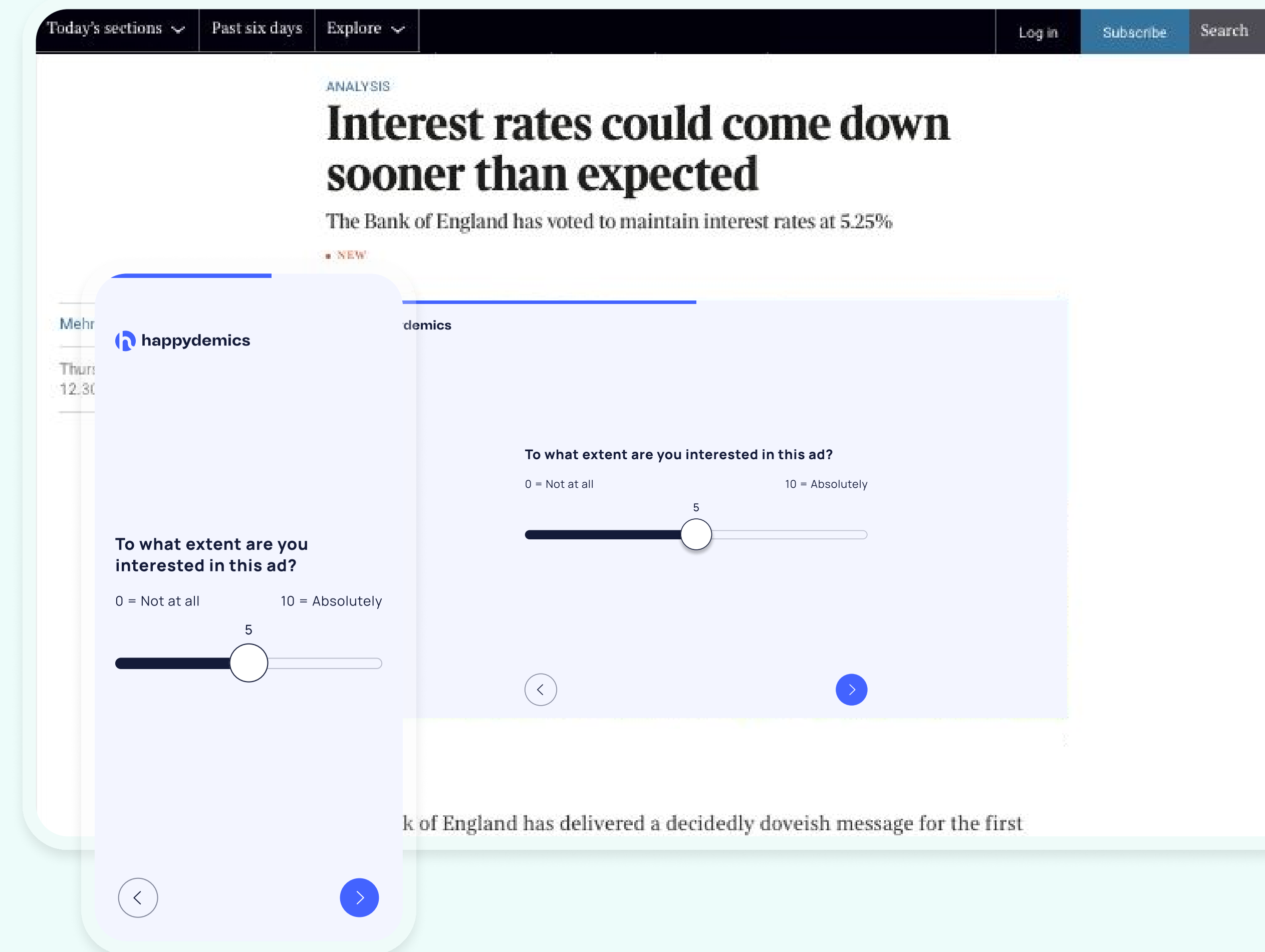


Add up additional KPIs or create your own combination for even deeper measurement and analysis.

The most reliable collection by leveraging targeted advertising inventories

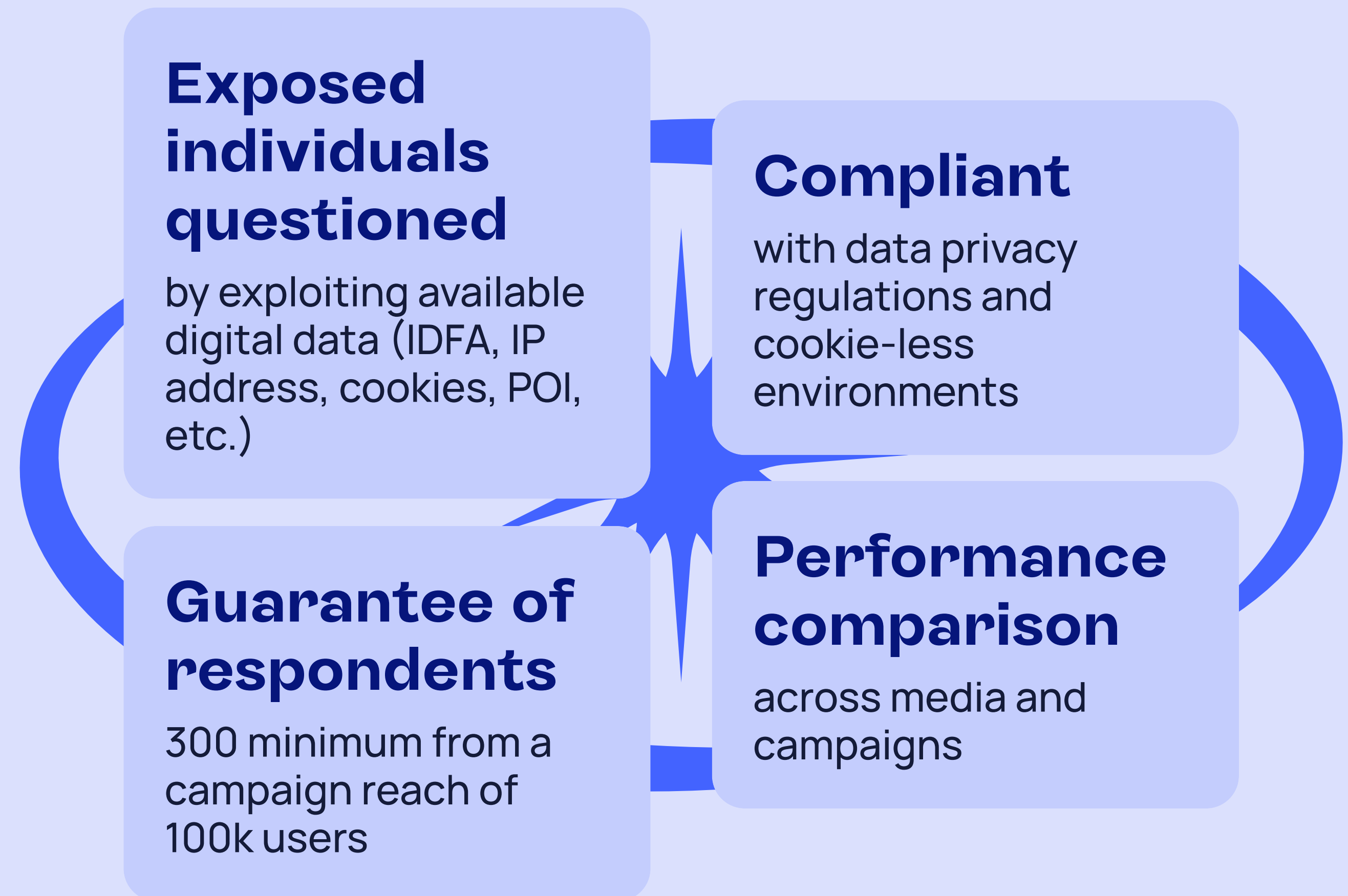
- A short, optimized questionnaire to collect the most reliable responses
- Diversity of profiles surveyed with a network of 100k+ publishers
- Quality verification algorithm and quota feature to adjust control and exposed groups
- Reliability of continuously renewed and non incentivized respondents.

[See a questionnaire preview](#)



A unified methodology for all media and campaigns

Our proprietary technology combines exposure targeting and contextual ad recall to guarantee reliable and unlimited analysis.



Stop wasting time! Launch your Brand lift in 2 minutes

- Fill out a quick questionnaire with simple campaign information **without the need for specific knowledge**
- **Shareable preview** of the questionnaire immediately available
- **Instant pixel creation** to track exposure

Home > New Brand Lift

My organization

Overview > Template > Media > Configuration > Exposure data

Configuration

Please adjust the Brand lift settings, then provide information on brand or product, and the advertising campaign.

Basic settings

Delivery area*

Search for a country, region, city...

What brand or product is featured in this ad?*

Brand or product name

What are the names of your competitor brands or products competitors?*

Competitor 1 Competitor 2 X

Competitor 3 X

[+ Add competitor](#)

Customise your Consideration and Purchase Intention indicators*

Please select the appropriate wording

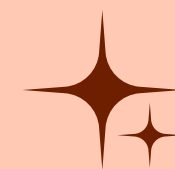
Advanced settings

Exclude minors Gender question answer items

Under 18 years old "Man" or "Woman"

Need help?

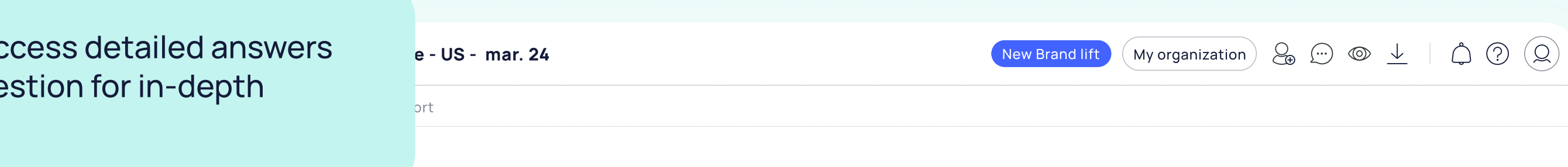
- [What do I need to launch a Brand lift?](#)
- [How to adjust my video files?](#)
- [How to add a profiling question?](#)
- [How to add an audience boost?](#)



Collect more respondents during your measurement to achieve even higher levels of accuracy and provide more granular analysis by profile. (+50% increase in collection per boost)

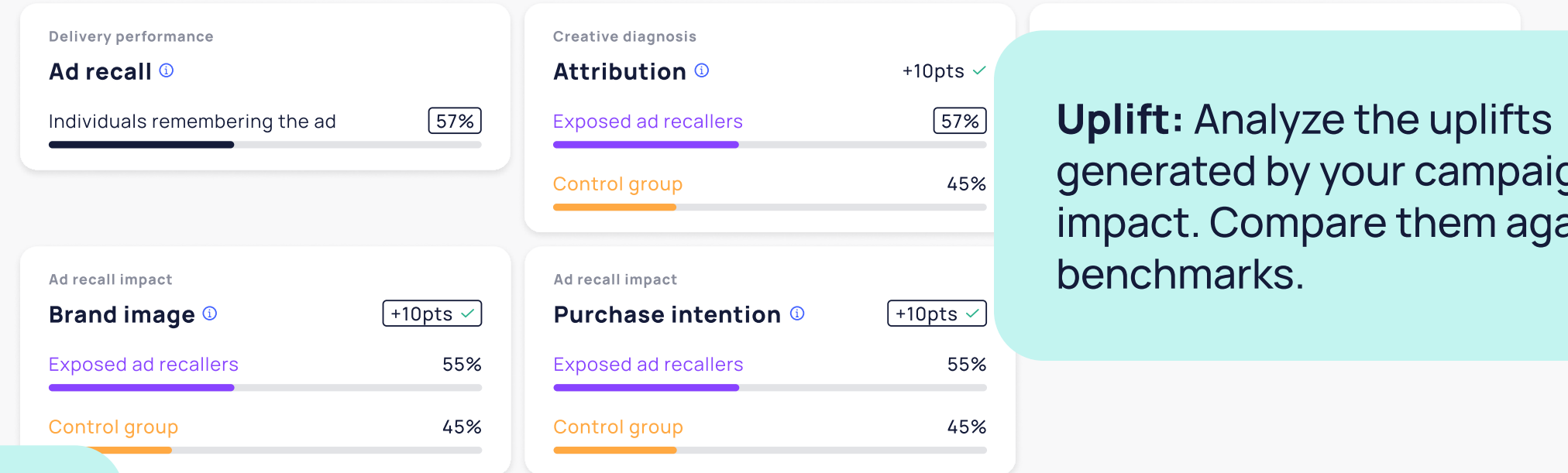
An interactive dashboard for a customized analysis

Results: Access detailed answers to each question for in-depth analysis.



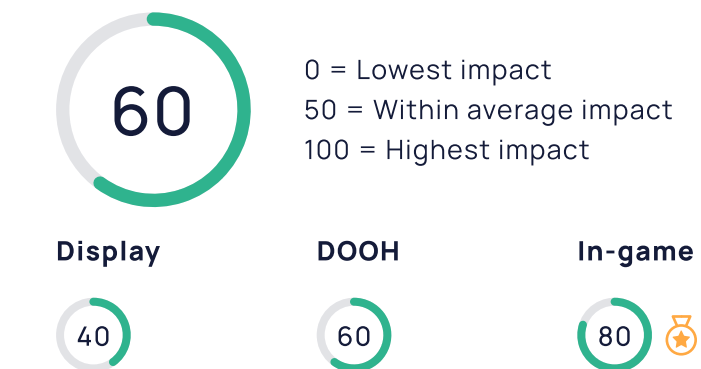
- Respondents**
- Overall
 - Sub-targets**
 -
 - Exposed ad recallers
 - Control group Ref.
 - Competitor buyer
 - Non buyer

KPIs



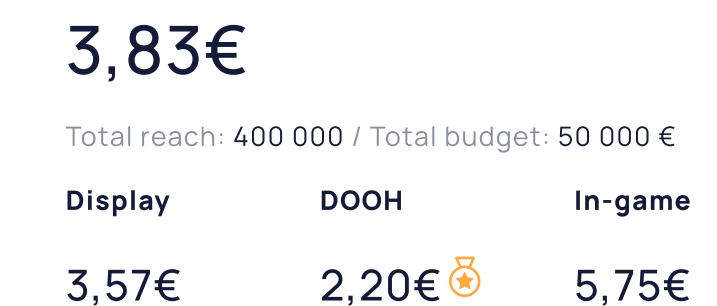
Uplift: Analyze the uplifts generated by your campaign's impact. Compare them against our benchmarks.

Impact score



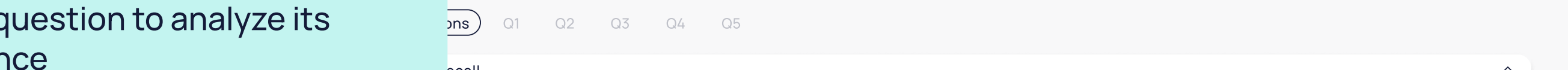
Impact score: Overall score based on the performance of all KPIs compared to our benchmark

Cost per lifted user

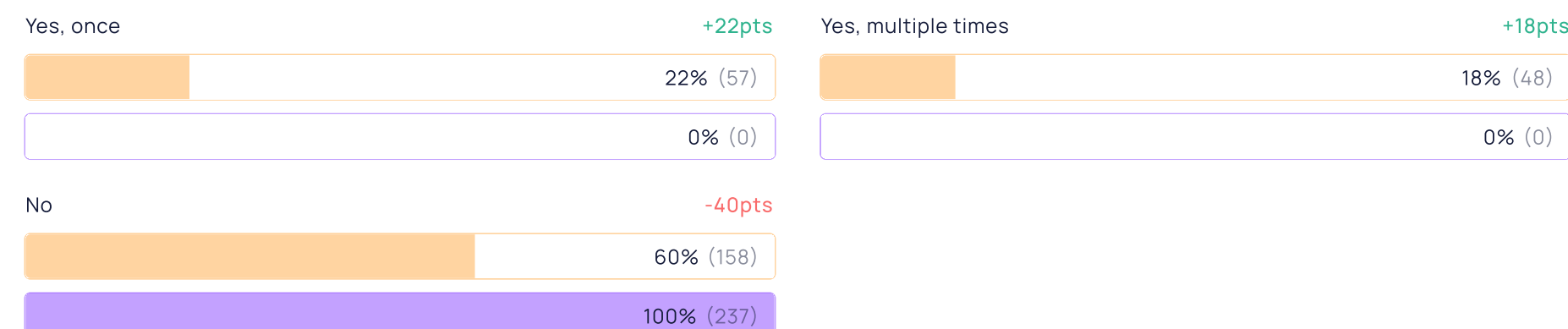
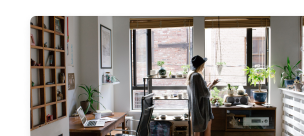


Cost per lifted user: Estimated cost for converting an exposed individual to the campaign's objective

Sub-target: Create your own target from any question to analyze its performance



Do you remember seeing this ad?



Need help?

- How are KPIs categorized?
- How is my KPI calculated?
- How to compare and filter sub-target results?

Custom report instantly shareable with anyone

- **Automatically generated** report available immediately after campaign completion
- **Contextualized results** to easily evaluate your performance
- **Easy to share** interactive report for your clients

The screenshot displays a report for 'Standard - The North Ice - US - mar. 24'. The navigation bar includes 'Home', 'Standard - The North Ice - US - mar. 24', 'New Brand lift', and 'My organization'. The main content area is titled 'Report' and includes a sidebar with a table of contents: Introduction, Overview, Global performance (selected), Ad recall, Attribution, Ad likeability, Specific brand image, Brand image, FAQ, and End. The main content area is titled 'Creative diagnosis Attribution' and includes a sub-header 'In your opinion, this ad is for:'. Below this is a paragraph explaining attribution: 'The attribution rate measures the quality of the message and its broadcasting by assessing the share of the audience that can recall the name of the brand or product they were exposed to. Attribution helps measure the overall attention of individuals to advertising.' There are buttons for 'Go to results' and '+ Add comment'. On the right side, there is a table comparing '% Exposed ad recallers' and 'VS benchmark' across different categories: Overall (87% vs +37pts), DOOH (89% vs +48pts, Top 5%), Display (88% vs +37pts, Top 5%), and In-game (87% vs +32pts, Top 10%). Below the table, there are three buttons: 'How to read my report?', 'Optimize my KPIs', and 'Share report'.

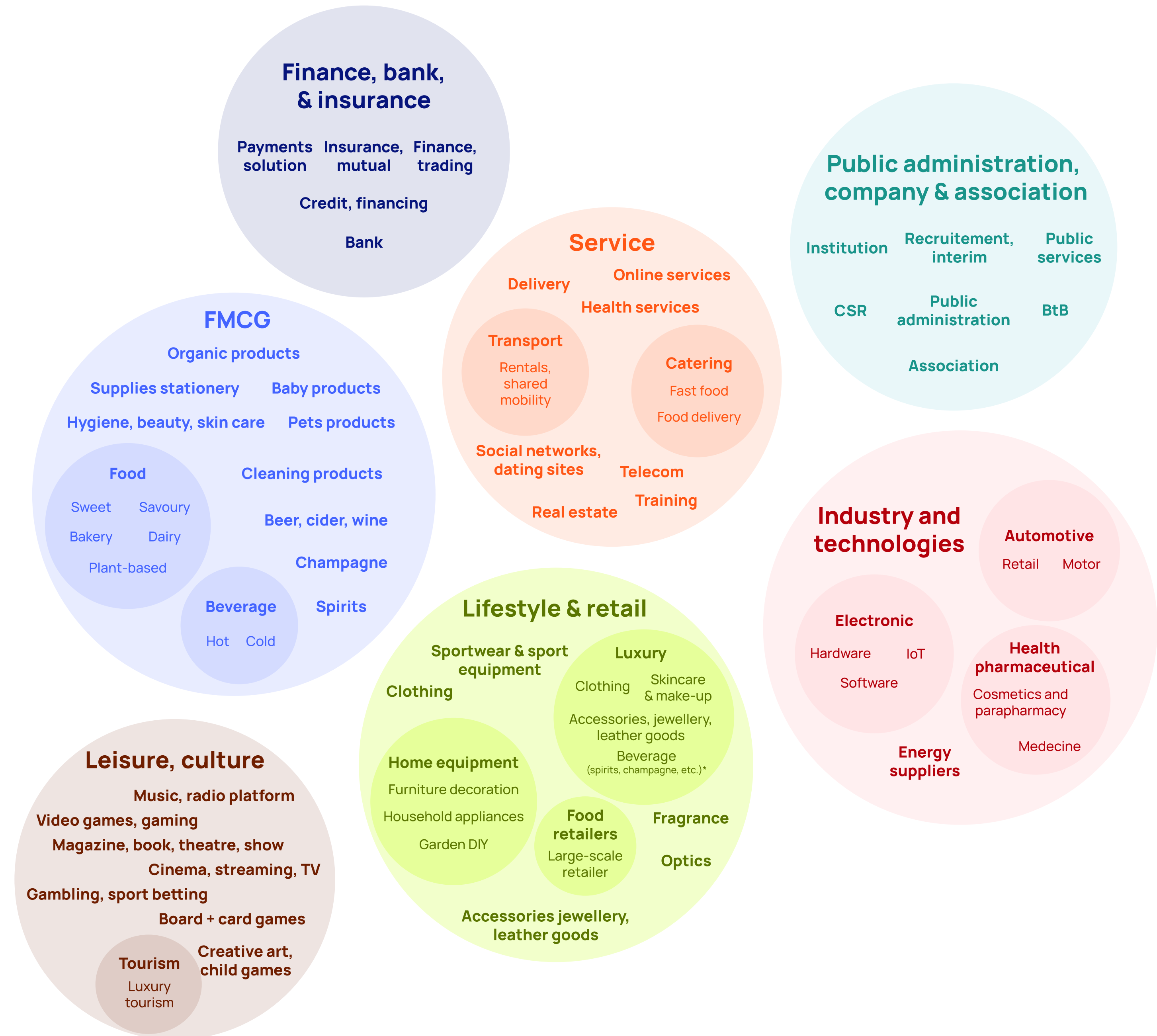
Category	% Exposed ad recallers	VS benchmark
Overall	87%	+37pts
DOOH	89%	+48pts Top 5%
Display	88%	+37pts Top 5%
In-game	87%	+32pts Top 10%



Add up the optimization tips you need directly to your report for actionable insights at a glance.

Happydemics develops norms by industry, areas and media

7 key industries
 46 industry verticals
 18 product categories
 25,000+ benchmarks



Use case

Identify the best-performing channel based on each indicator & the budget invested

Client
Luxury brand

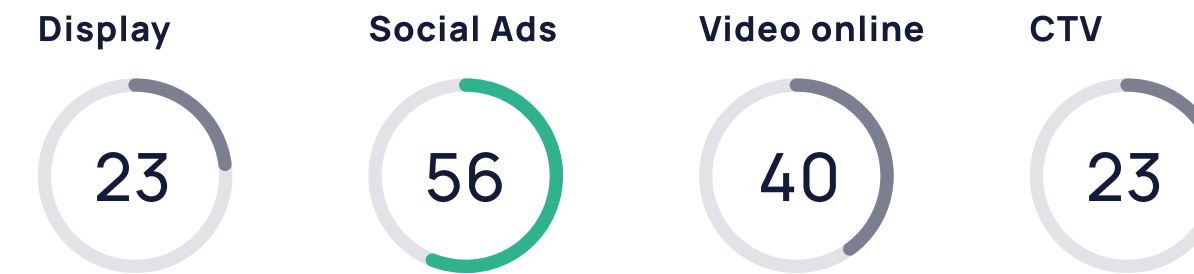
Area
US

Campaign goal
Visibility

Target
21-44 yo

Impact score

0 = No impact, 50 = Average impact score, 100 = Maximum impact.



Best overall performer
Social ads

Cost per lifted user

A "lifted user" is a respondent with positive answers to the consideration, attribution and brand image KPIs.

Display	Social Ads	Video online	CTV
\$21,04	\$11,67	\$35,00	\$8,34

Best ROI
CTV

Best-performing subtargets

Display	Social Ads	Video online	CTV
Luxury product buyer	21-34 yo	34-44 yo	Luxury product buyer

Best-performing target
Luxury product buyer

Optimization #1

Investment transfer:

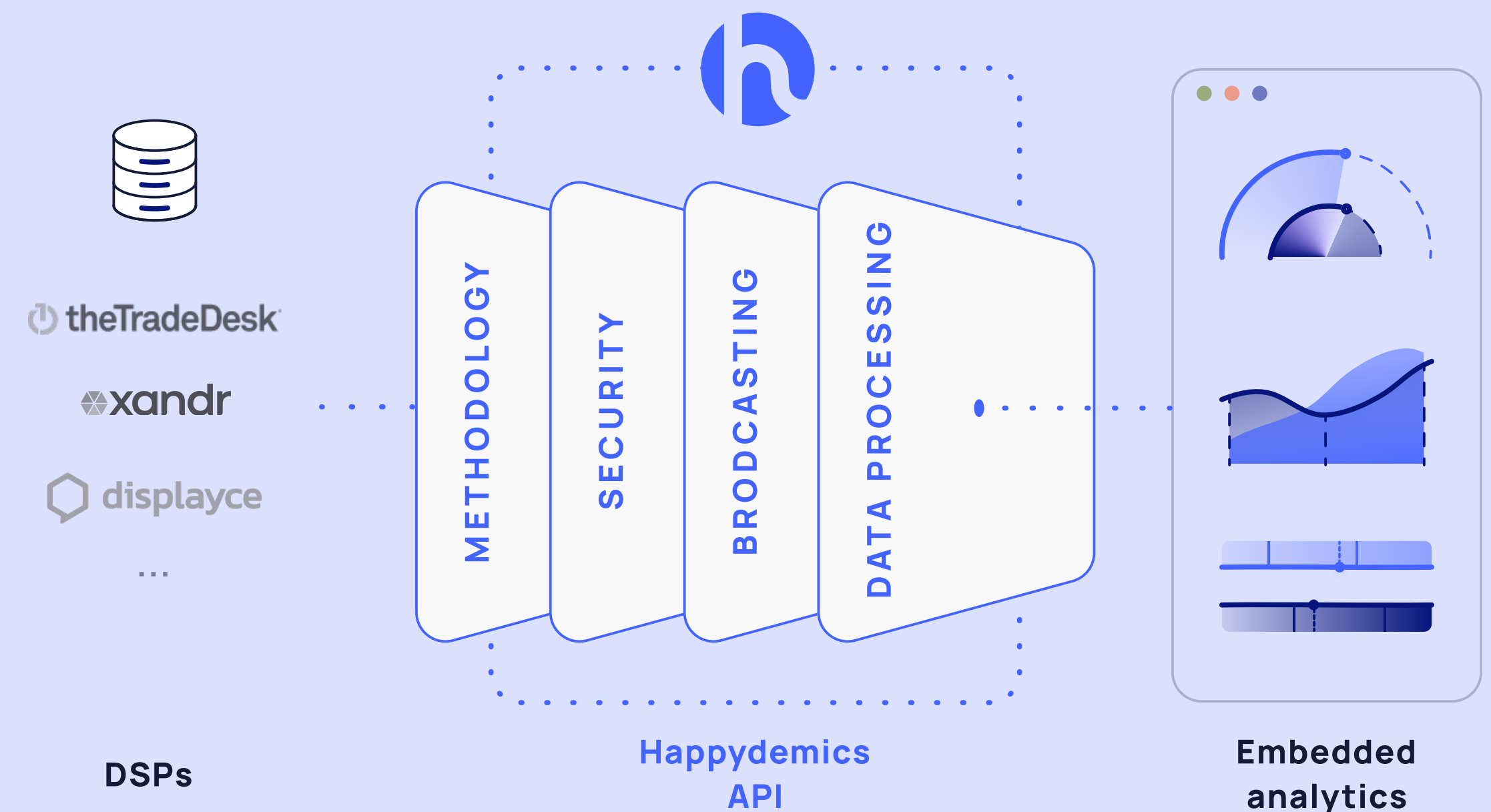
- Display → Social Ads
- Online Video → Connected TV

Optimization #2

Targeting: The youngest age group on social and the oldest on online video.

Happydemics Connect to enrich your technology with our Brand lift

- An **API available** to connect our solutions
- Automated sharing of campaign information to **launch a Brand lift**
- Integrate Happydemics' results and KPIs **into your own platform**



Dedicated experts to providing service and insights

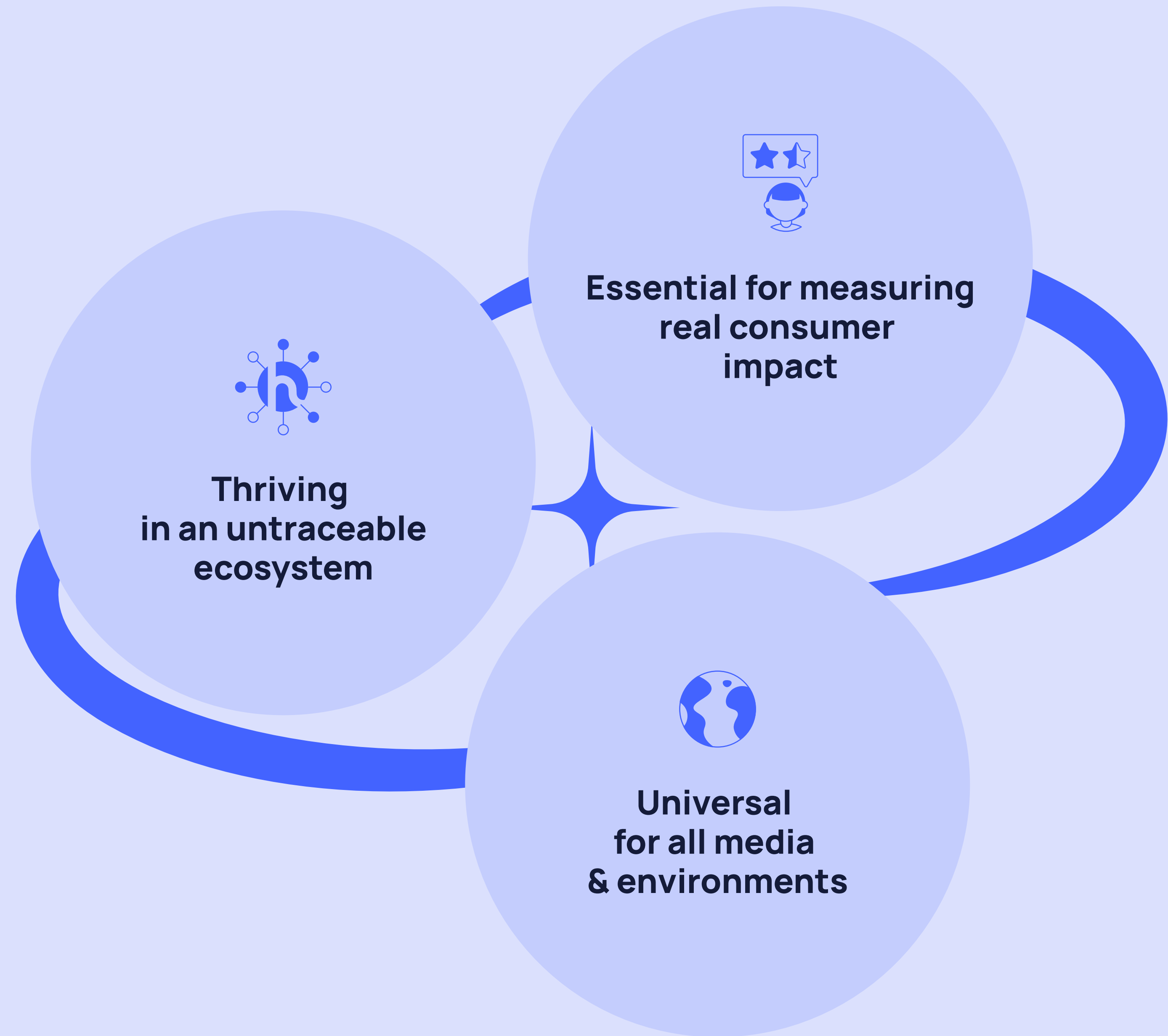
Being a Happydemics partner means you will be provided with:

- An **Account Manager** to support you in your business challenges.
- A **dedicated Customer Success** to onboard your teams.
- A **data expert** to present annual insight reviews (from Premium licence)
- **Support available** through email to help users with questions or technical issues.

The screenshot shows the Happydemics dashboard interface. At the top, there is a navigation bar with the Happydemics logo, a dropdown menu for 'My organization', a notification badge for '20 measurements left', and a 'New Brand Lift' button. Below the navigation bar, the 'Get started' section contains three cards: 'Singlechannel Brand lift' (Measure the effectiveness of an ad campaign, on one media), 'Multichannel Brand lift' (Compare the performance of all media of an ad campaign), and 'Relaunch quick start' (Find out about Happydemics and the platform). A 'Check out our Help Center' card is also present. The 'Brand lifts' section features a search bar and a table with columns for Media, Status, Collection, Results, Area, Author, and Project. The table lists two brand lift campaigns: 'Standard - Alpha - US - mar. 2024' and 'Standard - Jose Cuervo - DE - Janv 2024'. The first campaign is expanded to show details for Display, Digital video, and In-game media types, each with a progress indicator for 'Answers collection' (30%) and 'Waiting for exposure data' (100%).

Media	Status	Collection	Results	Area	Author	Project
3 MEDIA edited 1 day ago						
Standard - Alpha - US - mar. 2024						
Display	Answers collection 30%	Jan 10	Feb 10	Italy	JK	+
Digital video	Waiting for exposure data 100%	Jan 12	Feb 10			
In-game	Answers collection 30%	Jan 10	Feb 10			
Display edited 1 month ago						
Standard - Jose Cuervo - DE - Janv 2024						
	Ready for collection	Jan 20	Jan 29	Frankfurt	JK	+

**In conclusion,
Happydemics is
the only
advertising
measurement
solution tailored
to today's
needs.**





Drive the success of your ad campaigns



www.happydemics.com