We've been looking here

ADVANTAGE
- exactness and scale

DISADVANTAGE
- lack of relevance

Clicks

Exposure | Attention | Awareness | Consideration | Preference | Intent | Purchase

brand metrics

Installed on 5,000+ domains

brand metrics

The brand *potential* of digital advertisement
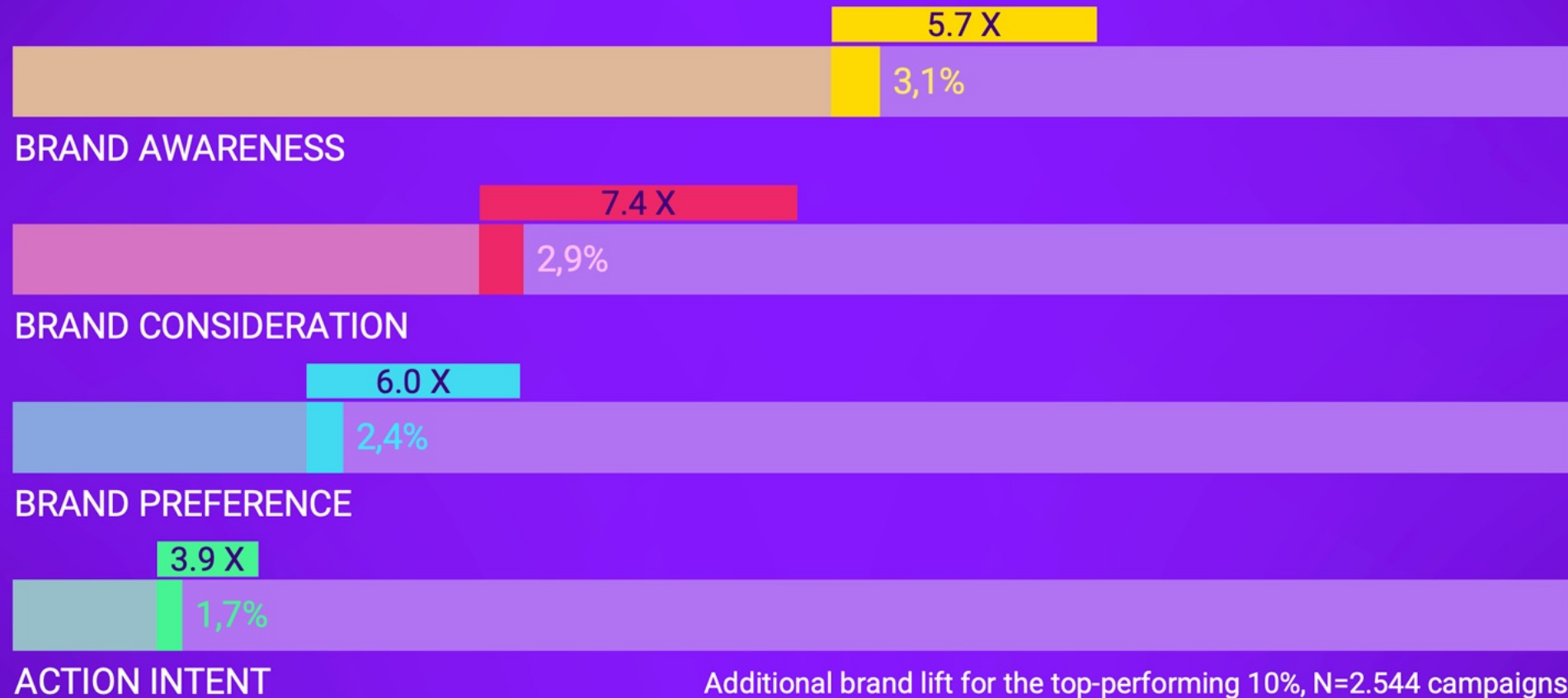
5.7 X

3,1%

BRAND AWARENESS

7.4 X

2,9%

BRAND CONSIDERATION

6.0 X

2,4%

BRAND PREFERENCE

3.9 X

1,7%

ACTION INTENT

Additional brand lift for the top-performing 10%, N=2.544 campaigns

brand metrics

Fixing signal loss with predictive modelling

If we don't have
measured data

We can use
predicted data

brand
metrics

Fixing signal loss with predictive modelling

If we don't have
measured data

| Scaled |
| Exact |
| Irrelevant |

brand metrics

Fixing signal loss with predictive modelling

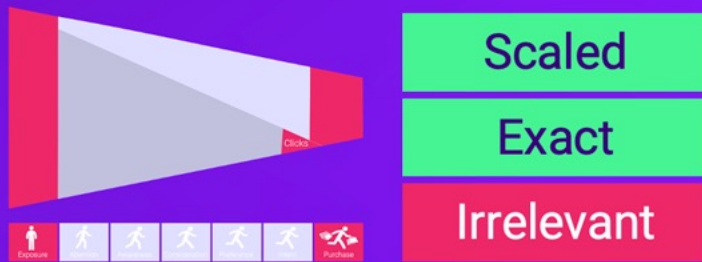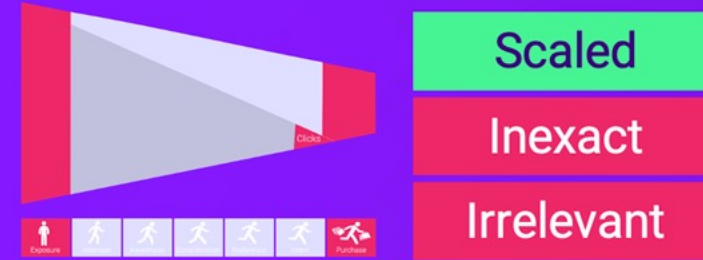If we don't have
measured data

We can use
predicted data

Scaled

Exact

Irrelevant

Scaled

Inexact

Irrelevant
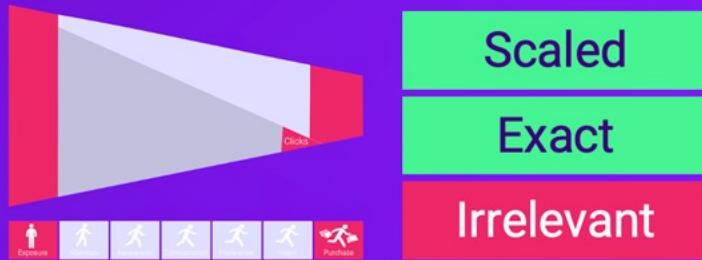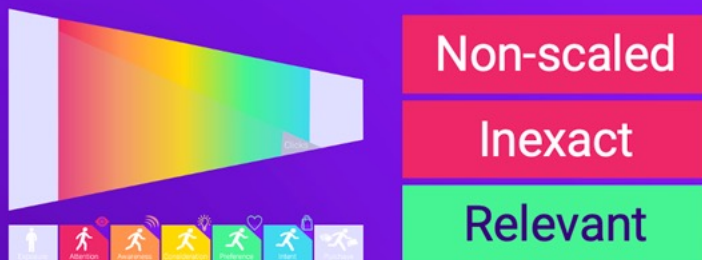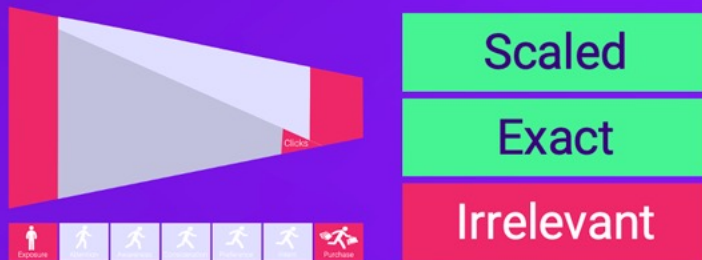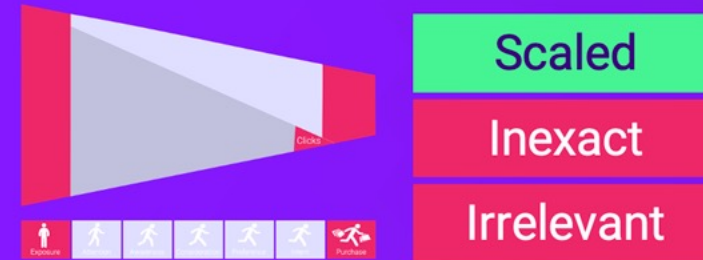
Thank you!

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brand
metrics