

Campaign optimization for brand impact

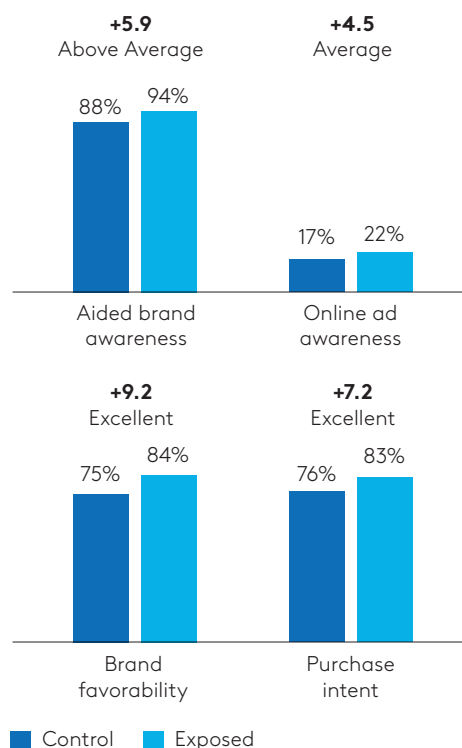


How can I maximize brand impact by optimizing my campaign elements?

Brand Lift Insights, a leader in advertising effectiveness measurement, allows you to optimize your campaigns in-flight to maximize brand value. Available across all major platforms including digital channels such as YouTube, mobile sites and even TV.

Brand Lift Insights also provides normative benchmarks and detailed audience performance profiles to illuminate who you are reaching and how your effectiveness rates versus peers.

For more information please contact your local representative or visit www.kantar.com



Understand campaign impact among your target audience and across your media plan.

Benefits

- Take action with confidence knowing results rely on gold-standard methodology and analysis by experts in the advertising effectiveness field.
- Evaluate diverse digital platforms, including Facebook, Google, Amazon, Twitter, Spotify, and Snap.
- Understand impact across evolving television formats, including traditional Linear, Addressable and Connected TV/OTT.
- Optimize digital lift in flight with real-time dashboard reporting.
- Enhance insight into digital audiences with demographic reach and campaign impact on over 10,000 segment variables.
- Benchmark success against competition with the world's largest normative brand lift.