ABCS Insights

Making Media More Valuable

Case Studies that included Brand Lift Studies

Attached are blinded cases studies of actual studies conducted by ABCS Insights.

These are being shared with permission from our client/Partner.

To learn more about our approach to measuring brand lift, contact:

Christine McGovern,
SVP Business Development
Christine@abcsinsights.com

Travel Campaign Drives Increased Brand Awareness, Image, and Purchase Intent.

ABCS Insights was asked to measure the effectiveness of a **popular travel booking site's digital campaign** in awareness, favorability and purchase intent. The client saw strong lifts in awareness which translated to significant lifts in favorability and purchase intent.

ABCS Insights used experimental design to match households exposed to the ads with a similar control group of households. We leveraged our 20M household panel to survey consumers to understand performance.

The campaign delivered the following results:

+4.5%	**+4.1%**	**+5.0%**
AIDED AWARENESS	FAVORABILITY	PURCHASE INTENT
4.5X NORM	**1.5X NORM**	**AT NORM**

ABCS Insights

Pasta Brand Increases Brand Perception & Awareness

ABCS Insights was asked to independently measure the performance of a **pasta brand**'s **digital media campaign**.

ABCS pixeled all digital media to detect exposed households. Households exposed to the ads were matched with a similar control group of households; thereby associating any changes in brand perception to the media campaign. We conducted a brand survey to controlled and exposed households to measure brand effects.

2.4 Million households were reached. The campaign delivered the following results:

+5.0%
ADD RECALL LIFT

+8.0%
UNAIDED AWARENESS

+3.6%
PURCHASE INTENT

ABCS Insights

Digital Media Campaign for Streaming TV Series Increases Brand Awareness

ABCS Insights was asked to independently measure the performance of a **streaming service's TV series** **digital media campaign**.

ABCS Insights used experimental design to match households exposed to the ads with a similar control group of households; thereby associating any changes in brand perception to the media campaign. ABCS pixeled all digital media to detect exposed audiences. We conducted a brand survey to both groups to measure brand effects.

2.4 Million households were reached. The campaign delivered the following results:

+13%	+8.3%	+5.5%
AD RECALL LIFT	CONSIDERATION	FAVORABILITY

ABCS Insights

Forced Exposure Media Campaign for Luxury Jewelry Brand Increases Brand Awareness and Perceptions

ABCS Insights was asked to independently measure the performance of a **luxury jewelry brand**'s media campaign for the MET Gala. The campaign included **4 forms of media**:

- Article on vogue.com
- TikTok video #1
- TikTok video #2 (most significant impact)
- Instagram video

ABCS Insights used a forced exposure experimental design to match households exposed to the ads with a similar control group of households; thereby associating any changes in brand perception to the media campaign. We utilized a brand survey to measure brand effect.

The campaign delivered the following results:

+32.3%	+5.6%	+6.2%	+12.9%
UNAIDED BRAND AWARENESS LIFT	AIDED BRAND AWARENESS LIFT	AGREEMENT LIFT WITH BRAND STATEMENT	CONSIDERATION (FROM TIKTOK VIDEO 2)

ABCS Insights

FULL FUNNEL: BRAND LIFT + LINKED TO MID/LOWER FUNNEL ACTIONS

Case Studies

Automaker Boosts Sales and Champions Pet Adoption Through Fun Sponsorship

A well-known automaker sponsored a popular pet-themed event **(airing on linear and streaming channels),** focusing on its commitment to animal welfare and pet adoption. This sponsorship allows the brand to connect emotionally with pet owners and showcase its dedication to creating family-friendly values. By aligning itself with this light-hearted event, the company effectively promotes its image as a pet-friendly brand while enjoying less competition for attention.

ABCS Insights used experimental design to match households exposed to the campaign with a similar control group of households. We combined use of our survey panel with our auto registration panel to examine both brand and sales response.

The campaign delivered the following results:

+28% Lift in Ad Recall	**+65%** Lift in Sponsorship Awareness	**4.3X** KPI lifts up to 4.3X higher among in-market buyers
82% Of in-market buyers thought the sponsorship helps differentiate advertiser from other auto brands	**+5%** Lift in Sales (2.9X ABCS category norm)	**+19%** Additional Sales lift from Tune-in Billboards AND In-Program Elements vs In-Program alone

ABCS Insights

Travel Website Boosts Bottom Line through Premium Streaming

A popular travel website recently partnered with a major media company's **premium streaming video services** to promote usage of its site. By aligning their ads with high-quality programming, the travel site successfully captured the attention of potential travelers, leading to substantial increases in traffic to their main and booking pages, and ultimately, meaningful incremental sales.

ABCS Insights used experimental design to match households exposed to the campaign with a similar control group of households. We combined use of our credit card panel with our passive digital tracking panel to measure mid and bottom funnel impacts, **without the need to place a pixel on the advertiser website**.

The campaign delivered the following results:

+11% Lift to Main Page Visits	**+9%** Lift to 'Book' Visits	**+18K** Incr. Visits to 'Book'
+11K Incremental Purchases	**+$7MM** Incremental Sales	**+41%** Best Performing Creative Vs Total Sales Lift

ABCS Insights

Casual Dining Brand Boosts Sales with Advanced Advertising

A national fast casual brand leveraged Data-Driven Linear (DDL) tactics through a major network group to maximize their advertising performance. The campaign targeted a strategic audience and was measured by ABCS Insights to identify the most effective audience segments, ad placements, and creative messages for driving incremental sales growth.

For the analysis ABCS Insights combined STB/ACR data with its Receipt data panel. An experimental design approach was used to match households exposed to the campaign with a similar control group of households. **The receipt data was used for both sales lift calculation as well as advanced audience segmentation to uncover better targets for use in future campaigns.**

For the Q1 2024 campaign, 57.1 Million households were reached.
The campaign delivered the following results:

+4% Overall Sales Lift	**$11.4MM** Incremental Sales	**2X** Incr. Sales from Target Audience vs A1849	**3.4X** Incr. Sales from Alt Audience vs A1849

Sales Lifts across individual creatives ranged from no lift to +7%	Sales lifts across individual networks ranged from +3% to +6%

ABCS Insights

Insurance Brand Drives Action with Advanced Advertising

A leading insurance company transformed its advertising strategy by utilizing **Data-Driven Linear** (DDL) advertising tactics with a major network group, leading to significant improvements in brand consideration, website visits, and quote requests. By leveraging advanced analytics for precise audience targeting, the company achieved results that far surpassed those of traditional broadcast TV campaigns.

ABCS Insights used experimental design to match households exposed to the campaign with a similar control group of households. We combined use of our survey panel with our passive digital tracking panel to measure full-funnel campaign impacts, **without the need to place a pixel on the advertiser website**. By incorporating ACR data, ABCS was able to measure both the DDL campaign as well as a benchmark of Broadcast TV.

The campaign delivered the following results:

+18%	+7%	+33%
Lift in Brand Consideration	Lift in Website Visits	Lift in Online Quote Requests

1.5X

Lifts generated by the DDL campaign were up to 50% higher than those generated by the same campaign on Broadcast TV

ABCS Insights

QSR Uses Entertainment IP for Ordering Platform, Sees Massive In-Store Sales

A global quick-service restaurant (QSR) leveraged popular television intellectual property (IP) to launch a special combo promotion on Uber Eats, resulting in impressive sales both on the platform and in their physical stores. By integrating themed promotions across **linear, digital and social channels** the QSR attracted significant attention from fans, leading to an increase in both online and in-store orders.

ABCS Insights used experimental design to match households exposed to the campaign with a similar control group of households. We combined use of our survey panel with our passive digital measurement panel and our receipt panel to examine both brand and sales response. Due to the all-outlet nature of the receipt panel, the brand was able to understand incremental sales generated by the campaign directly on Uber Eats as well as additional sales generated elsewhere.

The campaign delivered the following results:

+73%	+34%	+7%
Lift in Ad Recall	Lift in Purchase Intent	Lift in Sales on Platform

63%	18X
Of on-platform increased sales were for the promoted combos	Additional revenue spent off-platform was attributed to the campaign

ABCS Insights

FinServ Sparks Impact with Major Cable News Network

A leading financial services company recently partnered with a major cable news network for a high-impact marketing program with activations **across linear, digital and social channels.** Through inspiring sponsored content and impactful storytelling, the program highlighted individuals and organizations driving positive social change.

ABCS Insights was asked to independently measure the impact of the Financial Services brand's Sponsorship in terms of content type, platform, brand response and web visits.

ABCS Insights used experimental design to match households exposed to the campaign with a similar control group of households. We combined use of our survey panel with our passive digital tracking panel to measure full-funnel campaign impacts, **without the need to place a pixel on the advertiser website**.

For the Q4 2023 campaign, 28.9 Million households were reached.
The campaign delivered the following results:

+10%	+9%	+13%	1.9MM
Brand Interest Lift	Favorability Lift	Web Visit Lift	Incremental Web Visits

7X	Long-form custom content outperformed standard ads in boosting Tagline Recognition, Perception, and Purchase Intent.
KPI lifts up to 7X higher among HHs exposed to multiple platforms vs 1 platform alone	

ABCS Insights