

CASE STUDY: **SUNRUN**

# Sunrun Uses Google's Brand Lift Solution to Measure Campaign Recall



Sunrun is a pioneer in residential solar service. With their new YouTube campaign, they produced a fun concept to improve awareness of their brand and services. To measure the results, they used **Google's Brand Lift solution** and they were able to get real-time feedback on their campaign.

## Goals

**Build** brand awareness by creating a need for solar panels and services.

## Approach

**Created** engaging content to pique brand interest and help uncover value of solar service

**Measured** real-time results of its TrueView in-stream YouTube ad using **Google's Brand Lift** solution

## Results

**101% lift** in **ad recall** vs. control group (measured with Google Brand Lift tool)

**1.8M views** of their **YouTube** TrueView ad

**215% increase** in **site visits** within target geography (data provided by client)

“**Google's Brand Lift** solution allowed us an immediate and real-time assessment of the impact of branded activities and awareness.”

*Megan Redford, Senior Brand Marketing Manager, Sunrun*

Google's Brand Lift Solution utilizes best-in-class testing methodology to provide brands with accurate, actionable insights about campaign brand awareness and ad recall.