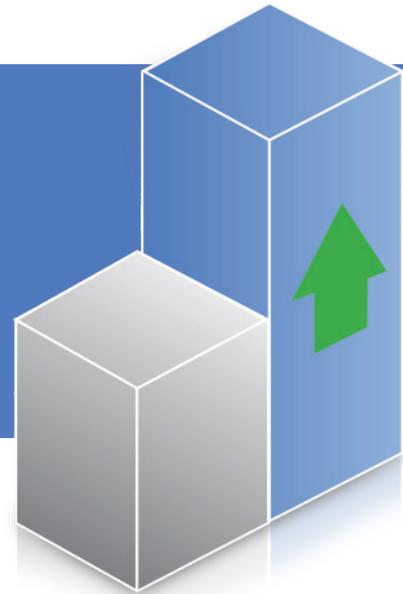


BRAND LIFT

UNDERSTAND AND OPTIMIZE THE IMPACT OF YOUR DIGITAL BRAND CAMPAIGNS



Google's Brand Lift solution helps you understand the effectiveness of your display and video campaigns in a way that goes beyond traditional clicks and impressions. Now you can measure the brand metrics that matter, and get actionable insights about the effectiveness of your ad campaign.

In a matter of days, know the impact of your advertising on brand awareness and ad recall based on fast, accurate survey data collected directly from your target audience. Understand the lift in brand interest your campaign generates, based on organic Google.com searches related to your brand that are directly attributed to your campaigns. Google's Brand Lift solution is easy to set up and enables you to optimize your campaigns mid-flight.



Questions Brand Lift helps you answer

- ✓ Did my campaign deliver lift in brand metrics such as brand awareness and ad recall?
- ✓ Which demographic segment drove the highest lift in brand awareness?
- ✓ Which creative drove the highest brand awareness among my target audience?
- ✓ What frequency of exposures per person maximizes interest in my brand?
- ✓ Will shifting my target audience drive greater lift in brand metrics?
- ✓ Is my campaign inspiring consumers to search for my brand or products?

USE BRAND LIFT TO MEASURE:



BRAND AWARENESS



AD RECALL



BRAND INTEREST

How does it work?



Brand awareness and ad recall

We use best-in-class survey methodology to determine the impact of your campaign on brand awareness and ad recall. The solution automatically isolates two groups: a randomized control group that did not see your ad, and an exposed group, who did see your ad. We then ask both groups the same question, allowing us to accurately determine the lift generated by your campaign. There's no manual tagging, it's easy to get started and you get detailed results in about a week, which means you can optimize your campaign while it's running.



Brand interest

See the impact of your campaign on brand interest by measuring the increase in organic searches related to your brand on Google.com attributed to your campaign. As with brand awareness and ad recall, we divide users into an exposed group and a control group. We then measure the aggregate increase in search volume on brand-related keywords among users who saw your ad, compared to similar users who did not see your ad. The difference in search behavior between these groups can be attributed to your campaign.

What makes Brand Lift so powerful?



Measure the metrics that matter

Go beyond impressions, clicks and views to measure your campaign's impact on brand awareness, ad recall, brand interest



Results you can trust

Best-in-class methodology, with thousands of respondents in real-world settings



Improved campaign effectiveness mid-flight

Fast and actionable results, with cuts by demographics, geography, frequency and more

Move the metrics that matter

FOR MORE INFORMATION, contact your Google sales representative



© Copyright 2014. Google is a trademark of Google Inc. All other company and product names may be trademarks of the respective companies with which they are associated.