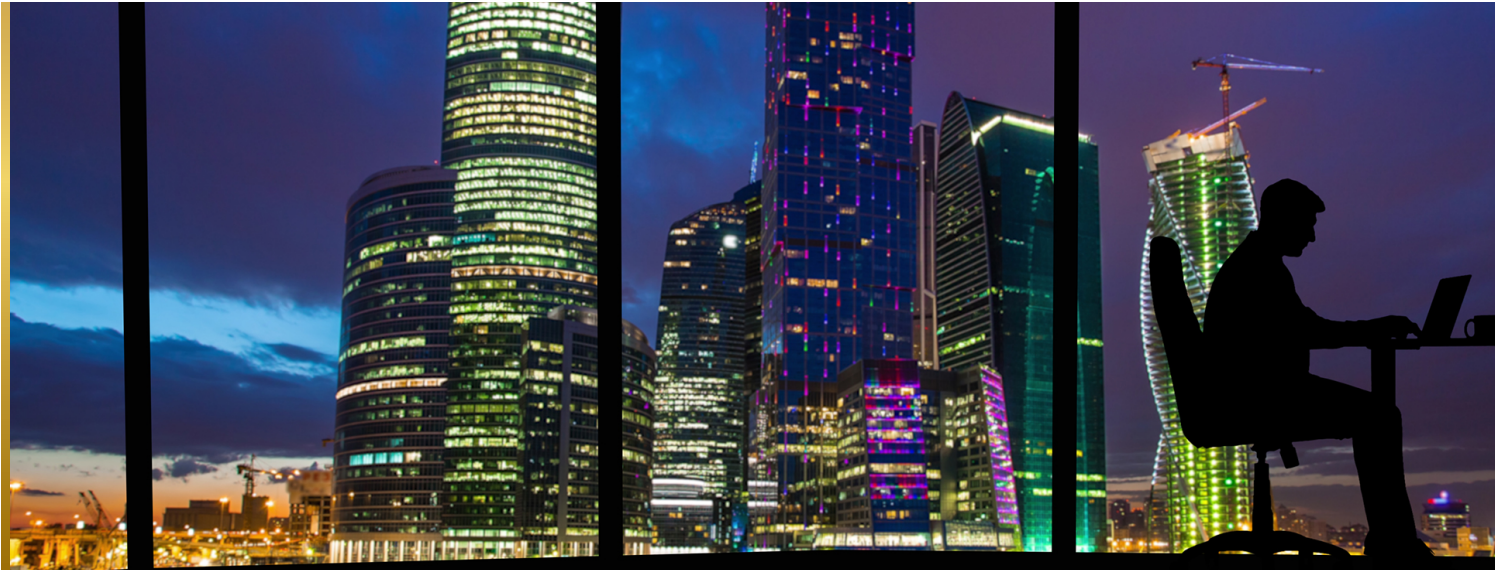


Build your brand with digital advertising



Digital advertising spend now accounts for more than half of all ad spend globally, and it continues to grow rapidly along with the variety of channels and formats. While the best digital advertising is incredibly powerful, poor digital advertising can actually damage your brand.

To ensure maximum return on your digital investment, you need to know your advertising will build your brand - not just generate clicks.

Brand Lift Insights measures campaign impact, analyses performance, highlights what's working and shows how to optimise return on investment for current and future campaigns. As the world's leading measure of digital advertising effectiveness, it helps you create successful digital advertising across platforms and devices.

Our near real-time dashboard provides detailed insights to help you ensure your digital campaigns build your brand and are optimised by site, creative and frequency.

Use Brand Lift Insights to:

- Evaluate which sites, creative formats, themes or frequency have most impact
- Optimise ROI for current and future campaigns
- Benchmark your campaigns against the world's largest database
- Understand how well your digital and mobile media spend delivers long-term brand objectives

Why Brand Lift Insights?

- Expert advice and knowledge from over 25,000 digital campaigns to help you make the right decisions

- Dynamic dashboard provides fast, actionable insight on all your paid digital media to help you create impactful campaigns
- Shows how campaigns affect your brand in the long-term through our validated Meaningfully Different Framework
- Commission via Kantar Marketplace and get results quickly so you can improve your media planning

About us

We're passionate about media and invest in bold thought leadership to address critical issues for advertisers, publishers and media agencies. Our global network of outstanding media effectiveness experts help you navigate media decisions to optimise investment, increase marketing effectiveness and drive brand growth using extensively validated solutions, normative data, a proprietary platform and partnerships with leading technology providers.

Get in touch

To find out more contact your Kantar representative or visit www.kantar.com



Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients **understand people** and **inspire growth**.