

LIFT

Build your brand equity with powerful advertising



In today's world of increasing media fragmentation and rapid change, people are bombarded by marketing through even more touchpoints. Brands are fighting to be noticed. They need evidence that their advertising campaigns connect with their audience, use the right channel mix, in order to capture attention and build brand equity.

From identifying the optimal reach and frequency, to uncovering channels synergies, we guide you through the intricacies of campaign optimisation.

LIFT measures campaigns' impact on Brand equity, analyses tactics' performance, isolate the impact of each channel on brand success and identify channel synergies. With LIFT, benefit from actionable insights on what's working, to inform media-mix decisions for current and future campaigns.

As the world's leading measure of media effectiveness, Kantar helps you create successful advertising campaigns across platforms and devices. Our dynamic dashboards provide detailed insights to help you ensure your campaigns build your brand and are optimised by site, creative and frequency.

Use LIFT to:

- Understand a campaign's true effect on your brand equity and business growth
- Know how to best reach and impact your target audiences
- Identify cross-channel synergies to inform future media-mix decisions
- Get expert advice on how to improve future campaigns

With LIFT, benefit from:

- Comparison with the world's largest norm database of 46,000+ campaigns, giving you a unique competitive edge
- Granular & actionable insights about campaign elements that are performing well (sites, formats, creatives, channel lift, etc) to help you inform media decisions and create impactful future campaigns
- Understanding how campaigns affect your brand in the short term with metrics such as awareness, favorability & purchase intent, and long-term through our validated Meaningfully Different Framework
- Historical benchmark analysis of your brand campaigns, your vertical or industry

About us:

Kantar empowers advertisers, publishers and media agencies to shape their media strategies to fuel brand growth, by offering a comprehensive view of lift within and across all channels and devices.

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.

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

KANTAR

Kantar is the world's leading marketing data and analytics business and an indispensable brand partner to the world's top companies, including 96 of the world's 100 biggest advertisers. We combine the most meaningful attitudinal and behavioural data with deep expertise and technology platforms to track how people think and act. We help clients develop the marketing strategies that shape their future and deliver sustainable growth.