

## LIFT+

# Which campaigns channels and tactics drive brand and business growth?



LIFT+ tells a holistic story about campaign success, to determine the value of each customer touch point leading to a brand response and provides prescriptive recommendations for how to improve campaign performance.

Answers the “why” not just the “what” by taking media cost into account and providing prescriptive optimisation guidance. We overlay media spend information to ensure data is analysed through the lens of the business and add additional layers to understand the impact of every exposure by the channels or tactics that should be credited with conversion.

This may also include the media strategies driving conversion or ideal frequencies for specific media tactics. We develop predictive recommendations for the best performing media, creative, and audience combinations in some cases identify microsegments for targeting with highest likelihood of increasing results.

**LIFT+ focuses on a specific campaign to explain which media channels are driving which brand metrics.**

### Use LIFT+ to:

- Optimise different campaign elements (creative, audience, frequency)
- Identify channel contribution to optimise your media spend efficiency and drive future learnings
- Identify what is driving success in your campaign
- Understand the impact of every exposure
- Measure the effectiveness of Brand campaign by leveraging real-time exposure triggers to track behaviours

### 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](http://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.