

The background features a low-angle, upward-looking perspective of several modern skyscrapers. The buildings are rendered in a light, semi-transparent grey, creating a sense of depth and architectural scale. The grid-like patterns of the windows are visible, and the overall composition is clean and professional.

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Brand Lift Study 2020



Research **questions** & intended **outcomes**

Questions



1. What are the optimal frequency ranges that produce the best effect on various stages of the funnel
2. What is more important in driving brand lift? Frequency or total time exposed to ads?
3. How do product sector, ad format type, advertising exposure (time exposed to ad unit) and brand size affect optimal frequency ranges?
4. Is there a relationship between frequency of exposure and time exposed?



Outcomes



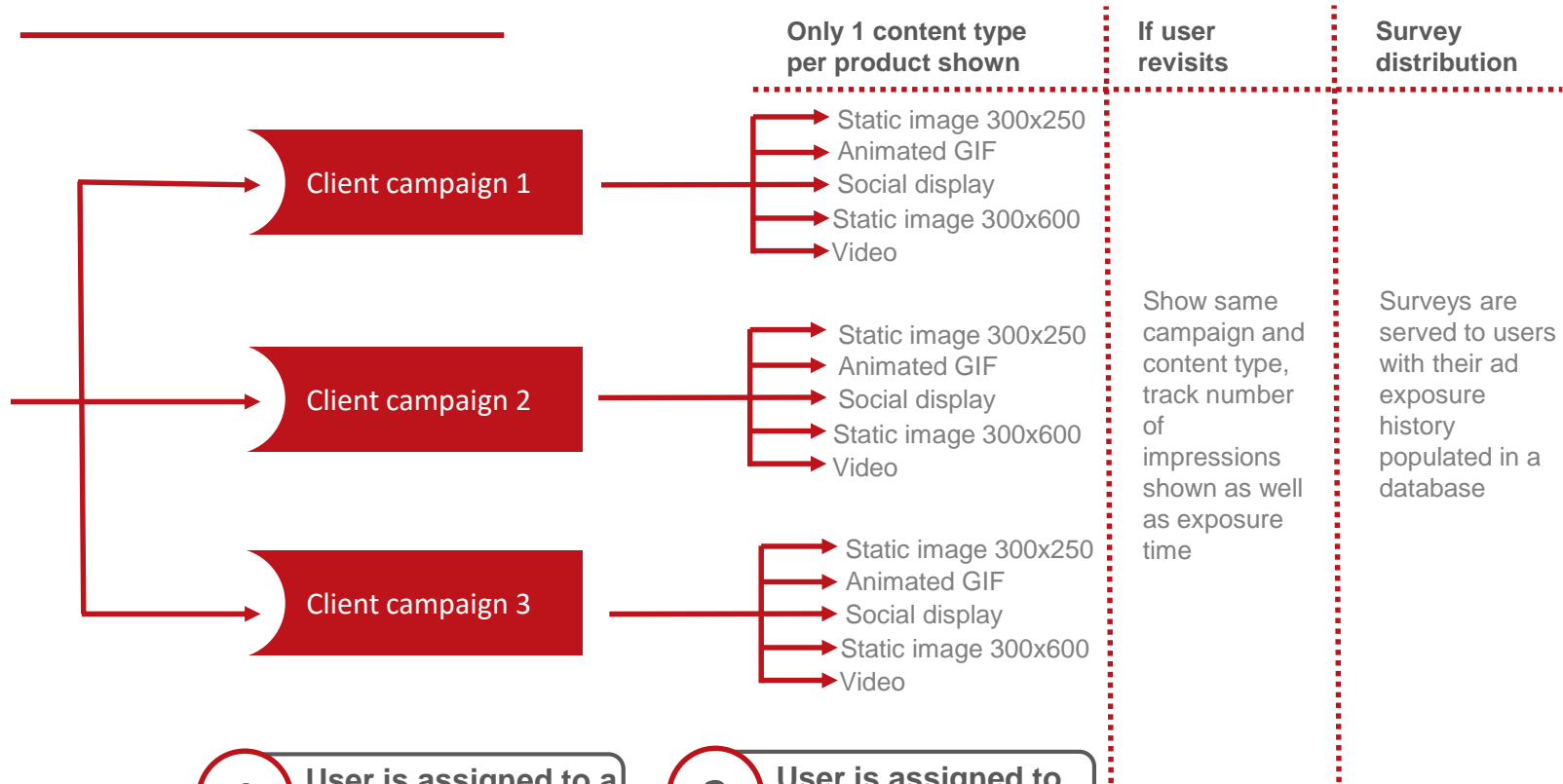
- Find out the recommended frequencies of various ad formats
- Find out recommended frequency ranges for different product sectors and campaign types
- Understand how exposure time relates to frequency
- Be the first in South Africa to understand how audiences engage with digital advertising during each stage of the marketing funnel from awareness to conversion



Research design & methodology



Research Design



1 User is assigned to a campaign/product

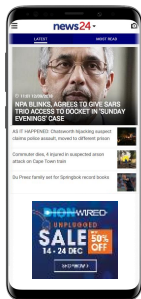
2 User is assigned to a content type



Six ad formats were tested

- Static
300x250
- Static
300x600
- Animated
300x250
- Animated
300x600
- Video
300x250
- Social display
300x600

1x measurement mobile web
1x measurement app



1 Run of network campaign
1 audience targeting campaign

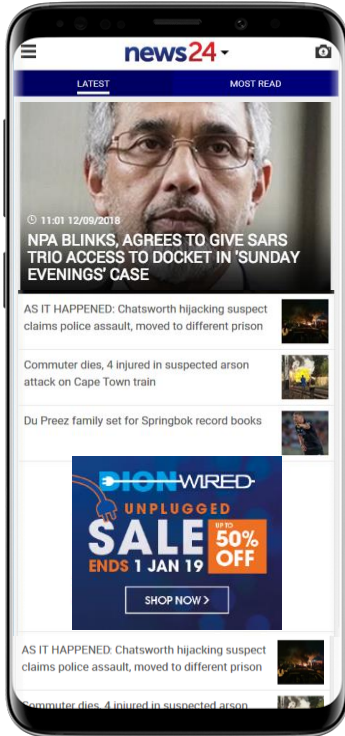


Example user journey

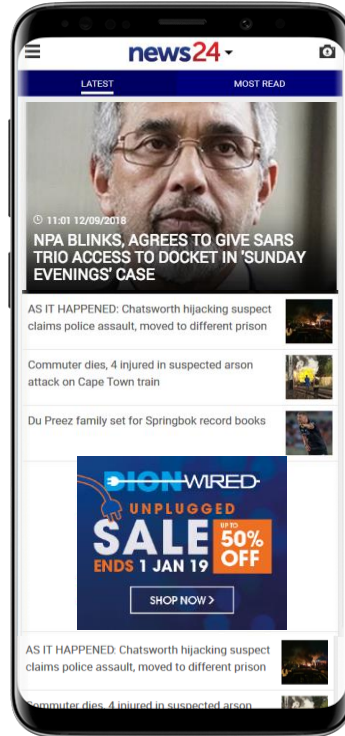
Campaign runs and exposures are logged

Survey is shown to user

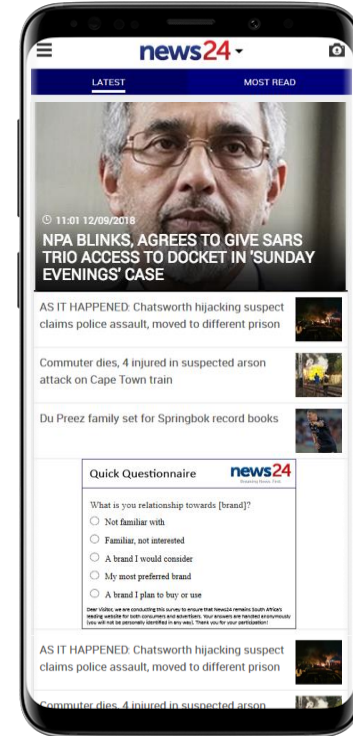
1st visit



All subsequent visits



Survey Served





Questionnaire **used**

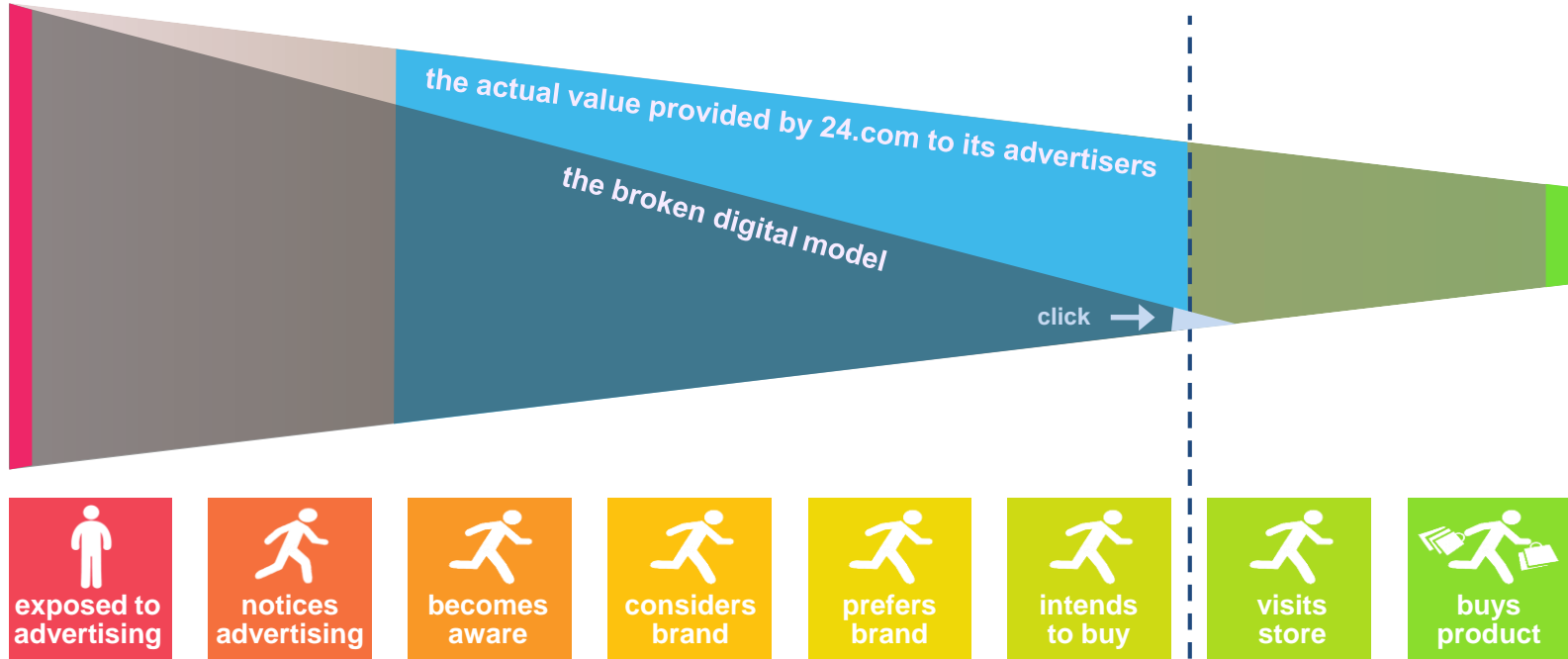
Quick Questionnaire	news24 Breaking News. First.
What is your relationship towards [brand]?	
<input type="radio"/> Not familiar with	
<input type="radio"/> Familiar, not interested	
<input type="radio"/> A brand I would consider	
<input type="radio"/> My most preferred brand	
<input type="radio"/> A brand I plan to buy or use	
<small>Dear Visitor, we are conducting this survey to ensure that News24 remains South Africa's leading website for both consumers and advertisers. Your answers are handled anonymously (you will not be personally identified in any way). Thank you for your participation!</small>	

- Automated SaaS-approach
- Works on all devices
- Algorithm calculates brand lift mathematically
- One question delivers results across four key metrics:
 - Brand Awareness
 - Brand Consideration
 - Brand Preference
 - Action/Purchase Intent





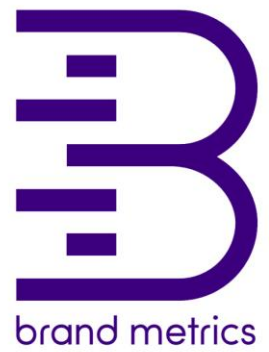
We analyse the data against **brand lift, not click**
This gives a **whole new perspective** on what strategy to use



Survey technology solution



Our technology partner



the brandlift company



Brand Metrics work with many **premium** publishers

24.com

The Guardian

BONNIER



sanoma

Trinity Mirror plc



The Telegraph

STAMPEN
MEDIA
GROUP.

Die Presse

AFTONBLADET

Nyheter24
Gruppen

(STYRIA

ebay

Omni



tradera

amedia

SYDSVENSKAN

tori.fi

DN.

:NTM

hemnet



tv.nu



EXPRESSEN

SVD



Prisjakt

GP

Leads

203 WEB GROUP



Project summary



Impressions & numbers of **completed surveys**

Total number of campaigns run: **148**

Total number of brands: **10**

Total number of impressions served: **29 754 877**

Average impressions per campaign: **201 046**

Average unique users per campaign: **89 768**

Total surveys completed: **47 251**

Average surveys completed per campaign: **319**



Findings



Findings from the 2019 study were all confirmed

Mobile advertising works in increasing all metrics in the brand relationship

All ad formats tested resulted in positive brand lift effects

More creatively complex formats work better at the bottom and vice versa

Targeting enhances the brand lift effects of each format

CTR has no relationship with brand lift

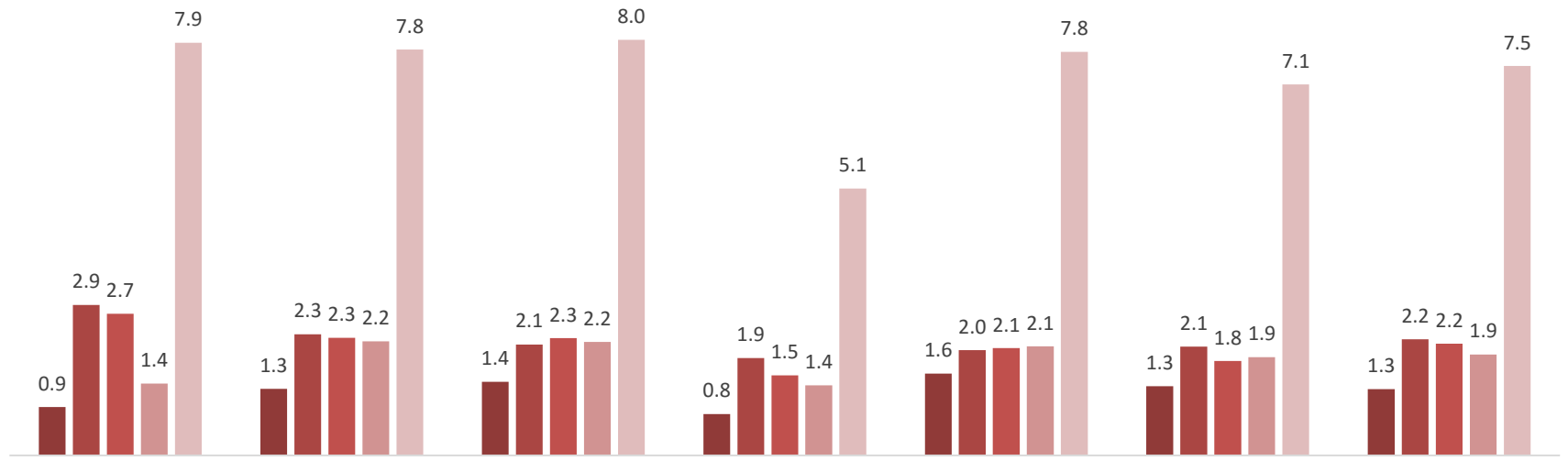




The right ad format must be used for specific objectives.

Larger is not always better – time viewable is important

7.12s 16.16s 8.46s 5.78s 9.00s 5.21s **Ave view time**

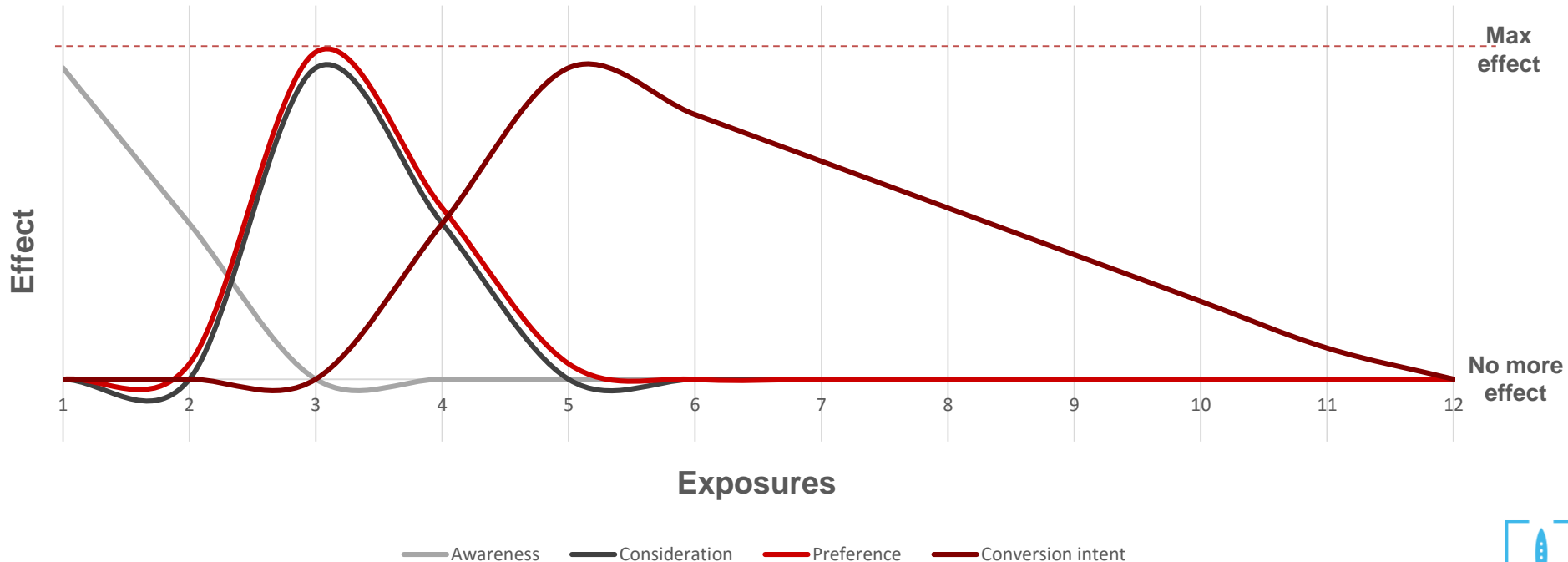


■ Average of Awareness lift
 ■ Average of Consideration lift
 ■ Average of Preference lift
 ■ Average of Conversion Intent lift
 ■ Average of Brandlift



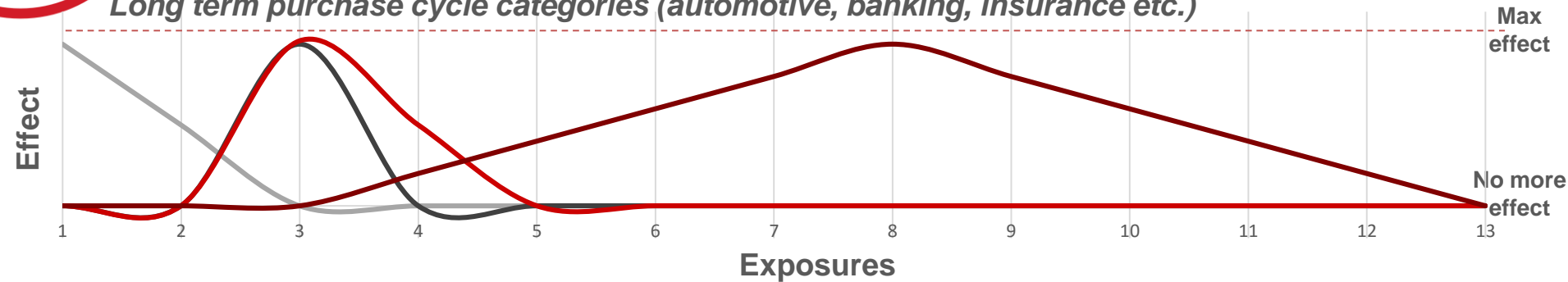
Lifts in awareness require fewer exposures than lifts in conversion intent

For a customer to move through all funnel stages, the optimal number of exposures must be shown for each phase. The total number of exposures required is the sum of optimal exposures

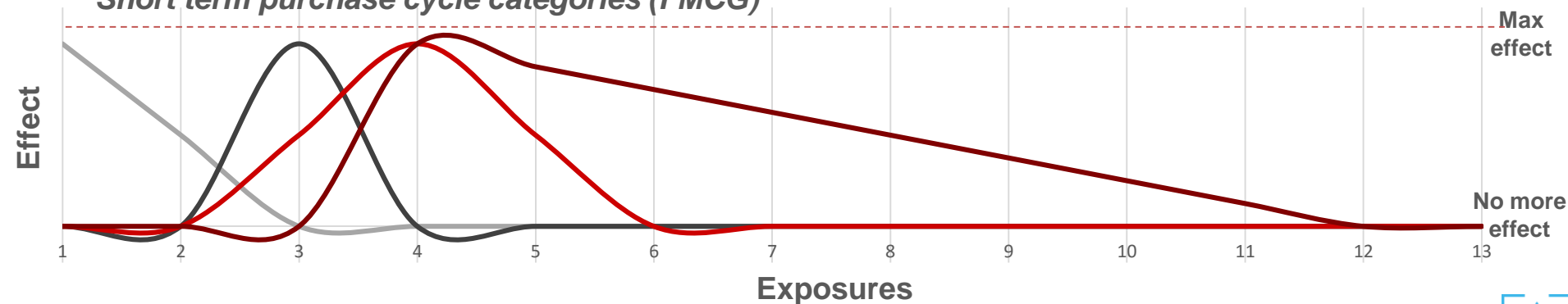


Conversion intent takes much longer to establish with longer term purchase cycle categories

Long term purchase cycle categories (automotive, banking, insurance etc.)



Short term purchase cycle categories (FMCG)

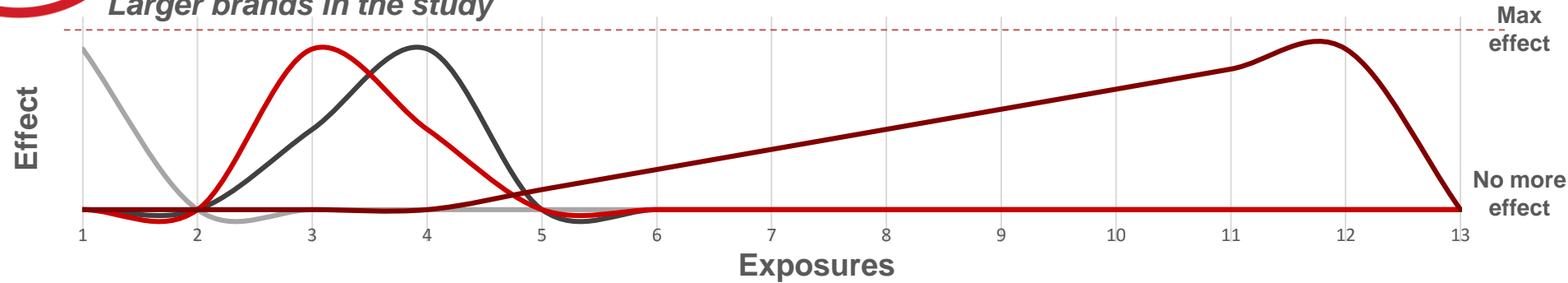


— Awareness — Consideration — Preference — Conversion intent

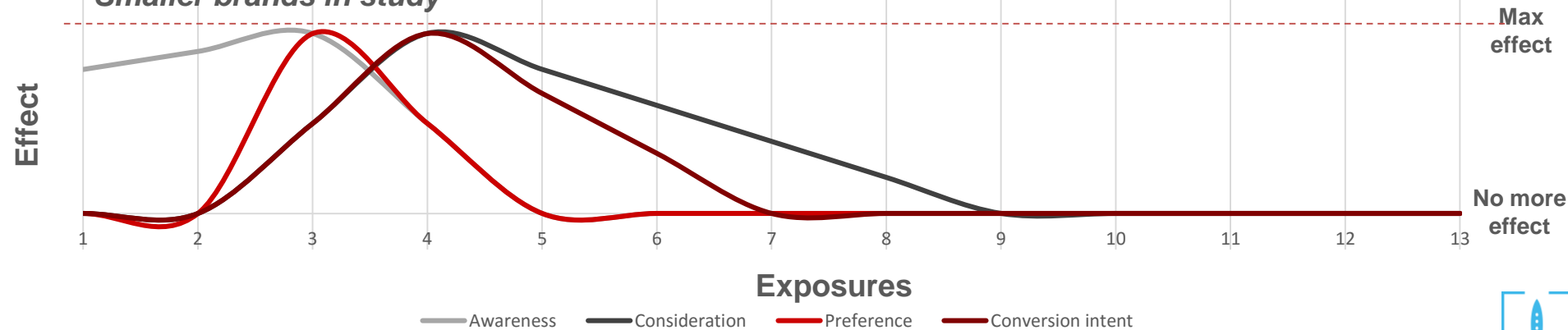


Larger brands have more existing customers in lower funnel states, giving them more opportunity to benefit from prolonged conversion intent lift effects

Larger brands in the study



Smaller brands in study





Choice of **ad format, platform and targeting** is more impactful at the top of the funnel. **Number of in view exposures and ad type** become more impactful at the **bottom of the funnel**

The importance of variables changes as consumers move through the funnel

	Total brand lift	Awareness	Consideration	Preference	Conversion intent
Top 3	Ad format	Ad format	Ad format	Average exposure time	Average exposure time
	Average exposure time	Mobile platform	Mobile platform	Total time in view	Total time in view
	Total time in view	Average exposure time	Average exposure time	Ad format	Ad format
Bottom 5	Mobile platform	Audience targeting	Audience targeting	Total exposure time	Total exposure time
	Total exposures	Total time in view	Total time in view	Mobile platform	Mobile platform
	Audience targeting	Total exposures	Total exposures	Audience targeting	Audience targeting
	Ad size	Ad size	Ad size	Ad size	Creative elements
	Creative elements	Creative elements	Creative elements	Creative elements	Ad size



A combination of frequency, the right ad format and messaging is required for maximum impact

Once a consumer has moved to the next level of the funnel, the ad format and messaging complexity needs to adapt to maximise the effect.



The background features a low-angle, upward-looking perspective of several modern skyscrapers. The buildings are rendered in a light, semi-transparent grey, creating a sense of depth and architectural scale. The grid-like patterns of the windows and balconies are clearly visible, and the perspective makes the buildings appear to converge towards the top of the frame.

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Findings

The **right ad format** must be used for **specific objectives**. **Larger is not always better** – **time viewable** is important

Lifts in awareness require **fewer exposures** than **lifts in conversion intent**

Conversion intent takes much **longer to establish** with **longer term purchase cycle** categories

Larger brands have **more existing customers** in **lower funnel states**, giving them **more opportunity** to benefit from **prolonged conversion intent lift effects**

Choice of **ad format, platform and targeting** is more impactful at the top of the funnel.

Number of in view exposures and **ad type** become more impactful at the **bottom of the funnel**

