Brand Survey Lift Mobile

Measure the branding impact of mobile advertising

Comscore Brand Survey Lift™ Mobile (BSL™ Mobile) is a survey-based advertising effectiveness solution that provides in-flight insight into the branding impact of mobile campaigns, showing lift by publisher, placement and creative across client-defined segments.

Using an exposed/control research design, BSL Mobile recruits survey respondents based on mobile ad exposure and target characteristics. This allows advertisers, agencies and publishers to evaluate the impact of mobile advertising on the intended audiences.

Why Comscore

IN-FLIGHT OPTIMIZATIONS
Access in-flight campaign insights available in an interactive dashboard to optimize campaigns for improved results.

COMPREHENSIVE MEASUREMENT
Get comprehensive mobile web and in-app coverage to understand true branding lift of mobile campaigns.

TRUSTED RESULTS
Leverage trusted Comscore measurement to confidently inform mobile advertising and monetization decisions.

Identify competitors who are engaging with specific target audiences and gain advanced insights beyond UVs, including page/app consumption.
How Comscore can help

AGENCIES & ADVERTISERS

- **Optimize campaigns in-flight** to improve branding lifts and eliminate wasted ad spend.
- **Prove the value of mobile advertising** by identifying which campaign components are driving the greatest lift.
- **Understand lift across key audiences**, including age and gender demographics and client-defined segments.

PUBLISHERS & AD NETWORKS

- **Prove the value of your mobile sites and grow revenue** by demonstrating your ability to generate brand effects throughout mobile campaigns.
- **Get full credit** for your site’s ability to generate branding impacts from both your mobile web and in-app inventory.
- **Better package inventory** based on its ability to generate specific branding effects across your mobile inventory.

Brand Survey Lift Mobile

Overall Lift
Target: Adults 18–34

<table>
<thead>
<tr>
<th></th>
<th>Aided Awareness</th>
<th>Ad Recall</th>
<th>Purchase Intent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>59%</td>
<td>49%</td>
<td>55%</td>
</tr>
<tr>
<td>Exposed</td>
<td>69%</td>
<td>57%</td>
<td>62%</td>
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Analyze lift in key branding measures among target audiences.

Overall Lift
Publisher A

<table>
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<tr>
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<th>Ad Recall</th>
<th>Purchase Intent</th>
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<tbody>
<tr>
<td>Control</td>
<td>8.2</td>
<td>14.8</td>
<td>8.4</td>
</tr>
<tr>
<td>Exposed</td>
<td>11.3</td>
<td>11.3</td>
<td>9.5</td>
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Demonstrate the ability to generate branding effects.

Ready to learn more? To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@comscore.com.

learnmore@comscore.com  comscore.com

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