Action Lift

Measure the impact of cross-platform advertising on online behaviors

Comscore Action Lift™ measures the immediate and latent impact of desktop, mobile, over-the-top (OTT) and TV advertising on consumers’ online behavior. With flexible designs and methods, Action Lift enables clients to tailor the features of their analysis based on unique campaign objectives.

Leveraging Comscore’s massive data assets, Action Lift provides comprehensive insight into the impact of cross-platform campaigns on advertiser site visitation. Digital-only studies also provide deeper insights around search behavior and competitor site visitation for desktop and mobile campaigns.

Why Comscore

CROSS-PLATFORM COMPARABILITY
Evaluate the relative effectiveness of desktop, mobile, OTT and TV advertising in driving online behaviors.

FLEXIBLE MEASUREMENT MODELS
Choose between different measurement methods – including lightweight conversion or advanced multi-touch attribution – based on unique campaign needs.

COMPETITIVE INSIGHTS
Provide a more complete view of advertising effectiveness by measuring search and site visitation, not only for a given brand or category, but for competitors as well.*
How Comscore can help

**AGENCIES & ADVERTISERS**

- **Understand the impact of cross-platform advertising** on consumers’ online visitation.
- **Quantify which digital publishers, placements, and creatives** are driving online visitation and search.
- **Reveal the competitive impacts** of your advertising in shifting behaviors within a category or for a specific brand.

**PUBLISHERS & AD NETWORKS**

- **Prove the value** of your media and grow revenue by demonstrating your ability to drive online behaviors.
- **Demonstrate the relative and holistic effectiveness** of your various media channels to support bundled, multi-media sales.
- **Better package inventory** based on its ability to generate specific online behaviors.

"As you better understand the customer path, you can make smarter decisions on where to put your investment to have maximum impact."

– Martin Verdon-Roe, VP Global Display Sales, TripAdvisor

**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.