Brand Survey Lift

Measure the branding impact of digital, TV and cross-platform ad campaigns

**Comscore Brand Survey Lift™ (BSL™)** is a survey-based branding effectiveness solution that measures the total branding impact of cross-platform campaigns as well as lift attribution by network, publisher, placement and creative.

Using flexible measurement and attribution methods, BSL provides marketers, agencies and media companies with insight into a campaign’s ability to drive lifts in key branding metrics, such as awareness, favorability and purchase intent.

**Why Comscore**

**CROSS-PLATFORM MEASUREMENT**
Quantify the branding impact of ads delivered across desktop, mobile, TV, over-the-top (OTT), radio, print, out-of-home and cinema.

**TRUSTED RESULTS**
Leverage trusted Comscore vCE reach/frequency and demographic data to inform measurement results.

**ADVANCED ATTRIBUTION METHODS**
Leverage unique multi-touch attribution for sophisticated analysis as well as traditional lift methods, including exposed/control.
How Comscore can help

AGENCIES & ADVERTISERS

- **Determine the most effective media allocations** and ensure results are truly cross-platform with the use of viewable impressions across multiple platforms.
- **Optimize campaign strategy** by evaluating the lift contribution of networks, publishers, placements and creatives.
- **Build stronger cross-platform campaigns** by applying learnings over time to continue to improve campaign outcomes and ROI.

PUBLISHERS & AD NETWORKS

- **Prove the value of your site** or network of sites and grow revenue by demonstrating the ability to drive strong branding results.
- **Encourage bundled, multi-media sales** by demonstrating the relative and holistic effectiveness of your various media channels.
- **Better package inventory** based on its ability to generate specific branding effects across platforms.

---

**Brand Survey Lift**

**Impression Effectiveness**

<table>
<thead>
<tr>
<th>Share of Impressions</th>
<th>% Contribution to Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>Pub A: 30%</td>
</tr>
<tr>
<td>20%</td>
<td>Pub B: 10%</td>
</tr>
<tr>
<td>30%</td>
<td>Pub C: 40%</td>
</tr>
<tr>
<td>30%</td>
<td>Pub D: 20%</td>
</tr>
</tbody>
</table>

Inform campaign planning by comparing the relative effectiveness of impressions.

**Lift in Awareness**

Understand the branding impact of cross-platform campaigns.

---

**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**.