



Measure the Real-World Impact of Your Brand Campaigns

The most common challenge we hear from CMOs is an inability to connect brand investments to bottom-of-funnel outcomes. With Upwave’s industry-leading Brand Outcomes capabilities, brand advertisers can finally understand which media tactics are impacting valuable brand-building KPIs, as well as how their campaigns are driving customer acquisition and retention - now and in the future.

Upwave’s Brand Outcomes data is census representative, uncapped and available across all mobile and browser platforms - all powered by Upwave’s AI that refreshes daily. Armed with Upwave’s Brand Lift, People Lifted, and Customer Forecast metrics, brand marketers can optimize and measure outcomes of brand advertising in a way that hasn’t existed traditionally.



Brand Lift

Rather than waiting weeks for mid-campaign reports, Brand Lift surfaces actionable optimization opportunities early, elevating the conversation with media partners from clicks to meaningful brand-building KPIs.



People Lifted

The days of brand lift reports with only percentage metrics are over. Because Upwave measures Reach and Lift in one unified, cross-media platform, we report the count of persons lifted across all of your brand KPIs.



Customer Forecast

Upwave’s first-to-market Customer Forecast metric - validated by real sales data - enables advertisers to predict the number of customers that will be acquired long-term from each brand campaign and tactic.

Q. What is the response rate when measuring Brand Lift, particularly on platforms without identifiers?

A. Because Upwave doesn't rely on incentivized panels recruited via emails, we do not have to tie media exposures to offline PII. This enables Upwave to measure all platforms, from iOS and Safari to cross-device, with the same scale of attitudinal response data. Brands and media companies typically see automated reads within the first 2-4 weeks of a campaign.

Q. How is People Lifted calculated?

A. Unlike other brand measurement companies, Upwave captures the reach of your campaign in addition to Brand Lift. Using this unique data set, Upwave multiplies the brand lift by the overall reach of a campaign to determine the People Lifted metric.

Q. How is Upwave able to predict future customers?

A. Upwave's customer propensity model aggregates across other brand metrics (consideration, intent, etc) as well as other demographic and behavioral factors to produce a single metric that most correlates with whether or not someone will be a customer of a brand. Once we have this model, we can use it to produce customer propensity scores for any consumer.

Upwave Analytics Suite

