



## **Bring Science to Top-of-Funnel**

Upwave in Action | Success Stories

# Upwave

The Brand  
Outcomes  
Measurement  
Platform

## Purpose-Built Brand Measurement Software | Real-Time Dashboards to Measure and Maximize

In today's growing media landscape, brand advertisers are tasked with reaching more nuanced audiences across more channels and devices than ever. Unlike the fragmented, delayed research studies of the past, Upwave's cross-media platform provides real-time, top-of-funnel measurement and optimization to advertisers, agencies and media platforms and partners for CTV, Digital, Retail Media, Streaming Audio, Social, Linear, and Addressable TV.

**Cross-Media Coverage, Portfolio Views**

**Future-Proofed, Privacy-Safe Methodology**

**Massive Scale, Value-Exchange Respondents**

**Exploratory Dashboard, Automated Takeaways**

**Unlimited Cuts, Low Impression Level For Cut-Level Reads**



### Brand Lift

*Total Effectiveness*

Impact of Brand Advertising Campaign(s) on Brand KPIs: Ad Recall, Awareness, Consideration, Purchase Intent, Purchase Propensity, etc.

### Brand Optimization

*Tactic Effectiveness*

Real-Time metrics for over and underperforming tactics, across channels, publishers, creative concepts, ad units, etc.

### Brand Reach

*Audience Effectiveness*

Verification and Validation of On-Target delivery, and insights on which audiences were most receptive.



# Upwave in Action | Proving Brand-Building Value Among a Niche, Brand-Specific Audience

**A CTV platform ran a year-long sponsorship for a leading insurance brand, with two main challenges/objectives:**

- 1) The platform was launching a new Branded Entertainment offering for original programming, and wanted to deterministically measure this sponsorship, in partnership with standard video units.
- 2) The leading insurance brand wanted to reach a niche, brand-specific target audience—including a hard-to-reach age group, and beyond age and gender—utilizing this CTV platform.

## Brand Lift:

Overall, the brand saw increases in KPIs across the brand funnel, with positive lift against both Standard Video and Sponsorship units on this CTV platform.



**+5.3%**  
Awareness



**+4.1%**  
Consideration



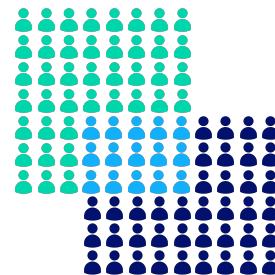
**+5.0%**  
Purchase Intent



**+6.5%**  
Familiarity

## Brand Reach:

- The CTV platform substantially over-indexed in the brand's hard-to-reach target age group of 18-44. Nationally, A18-44 makes up 46.2% of the US population, with this campaign is reaching 53.3% of A18-44.
- The platform also substantially over-indexed on more niche, financial targeting requirements reaching 48.5% against a target nationally represented by only 34.6% of the population.
- The campaign saw positive results for both Awareness and Purchase Intent across the brand-specific target audience.

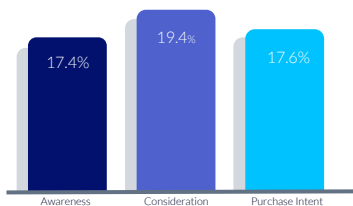


# Upwave in Action | Moving Consumers Down the Brand Funnel

A leading retail eyewear brand ran a six-month, cross-media campaign (across digital and CTV), with three main challenges/objectives:

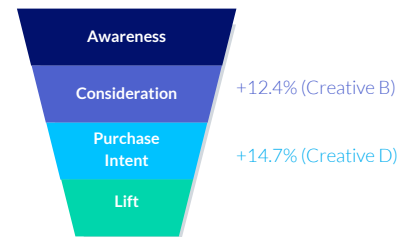
- 1) Increase awareness, to further develop their customer base and capture market share.
- 2) Understand what tactics, publishers, creative, etc. that overperform or underperform in driving Brand Lift among key brand KPIs.
- 3) Understand the impact of their brand investment in moving potential customers down the brand funnel.

Behavioral targeting saw increased KPIs lifts in Awareness, Consideration and Purchase Intent, over Affinity and In-Market targeting tactics.

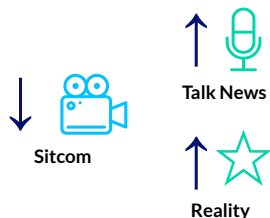


Increase in KPIs Using Behavioral Targeting

Creative Concepts A-E lifted the Awareness KPI, but only Concept B and D moved customers down the brand funnel, seeing increases in Consideration and Purchase Intent.



Upwave surfaced the sitcom category as underperforming- for Consideration and Purchase Intent, while Reality TV and Talk News overperformed. This gave the brand the opportunity to reallocate dollars towards better performing genres.



While the brand saw increases in KPIs across multiple HHI, the highest lift across all KPIs was among an HHI \$100k- giving the brand insight into audience appeal.



# Upwave in Action | Double-Digit Increases in Consideration Among Target Audience

A leading media platform, with CTV and digital assets, ran a year-long campaign for a leading website domain seller, with two main challenges/objectives:

- 1) Increase Brand Lift among the primary KPI of Awareness, and drive consumers further down the brand funnel to Consideration.
- 2) Reach, and make an impact among, a specific age-range, A18-54, and a brand-specific target audience of entrepreneurs/business decision makers.

Overall, the campaign had positive lift in the primary KPIs, showcasing the media platform's ability to drive brand-building value.



**+7.0%**  
Awareness



**+5.0%**  
Consideration



**1.7X**  
More likely to reach  
A35-44



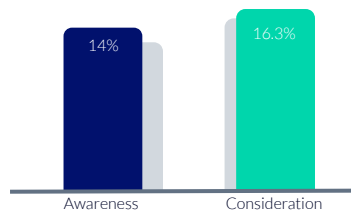
**1.5X**  
More likely to reach  
A45-54



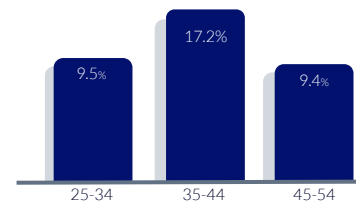
**1.4X**  
More likely to reach the  
primary business  
decision maker

In addition, the media platform over-indexed across the intended age and behavioral targets.

The media platform succeeded in not only reaching the intended target but drove significant lift among the brand-specific audience for both the Awareness and Consideration KPIs.



**Increase in KPIs: Behavioral Target  
(Primary Decision Makers for Web Services)**



**Increase in Awareness: Age Target**

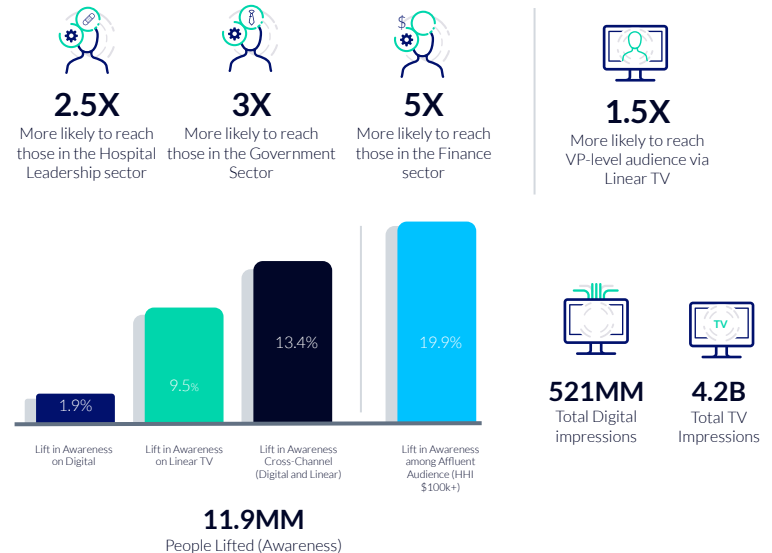


# Upwave in Action | Optimize for Outcomes Among a Brand-Specific Target Audience

A leading pharmaceutical and health care company invested in an eight-month Digital (Display, Mobile and Desktop) and TV campaign, with three main challenges/objectives:

- 1) Increase Brand KPIs, specifically brand awareness and brand reputation, with an end-goal of becoming a household name
- 2) Measure reach among a broad, national audience, but also niche demographics: HHI \$100k+, High-Level Job in Healthcare, Finance, Government
- 3) Build brand trust among both new and existing customers with their messaging

- The brand was not investing in both channels throughout the entire campaign, and Upwave revealed that Digital alone was not as effective. Running both TV and Digital together helped drive lift.
- Upwave also showed that messaging on TV took time to gain momentum, and the brand should utilize programmatic to hyper-target better performing audiences on TV.
- The platform also allowed the brand to further refine their messaging throughout the campaign, optimizing creatives based on outperformance indicators among the target audiences—leading to spikes in key KPIs in the final month of the campaign.
- In general, the campaign drove higher lift across all Brand Lift KPIs over time, based on the utilization of Brand Optimization and Brand Reach tools.



**Measure  
and  
Maximize  
Your Brand  
Investment.**

- Do you have a brand you are measuring?
- Do you have brand objectives?
- Do you want to measure those brand objectives with accuracy?
- Do you want to evaluate your on-target audience reach during a campaign?
- Do you want to maximize the outcomes for those brand objectives in real-time?

**Upwave is the first, *and only*, measurement platform to provide best-in-class causation and comparison tools, helping you *improve* your brand performance.**





## Interested in Learning More?

Schedule an Upwave Demo at [www.upwave.com/platform-demo](https://www.upwave.com/platform-demo)