

# Brand lift

Measuring the effectiveness of previous campaign



## GOAL

Heffron ran a branding campaign about a Legionary special edition of their spirit in December of 2020 on Seznam inventory (reaching 90% of the Czech population online). As a part of their strategy, they wanted to measure expected Brand lift by collecting answers (and combinations of answers) about Heffron's connection to Legionary from Seznam users. Using retargeting (cookie-based) on Seznam's audience segments and RON audience segments.



## SOLUTION

Adssets developed a survey ad with pre-defined questions served through ACM. By clicking on an answer, the ad format would flip the image over and show the next question. The last (third) image would show the Heffron spirit and click would lead to an external landing page.

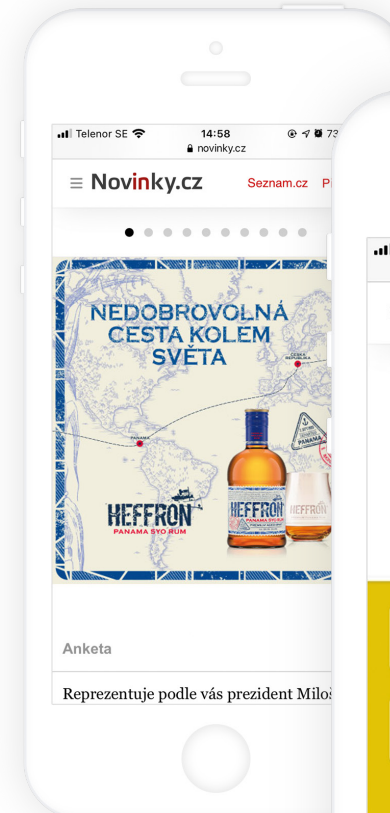
The ad was to be shown to two different groups of users. One with retargeted users and one with RON audience segments. Both groups would get over 1 million impressions to make the results measurable. Three months after the first campaign the brand lift campaign went live.



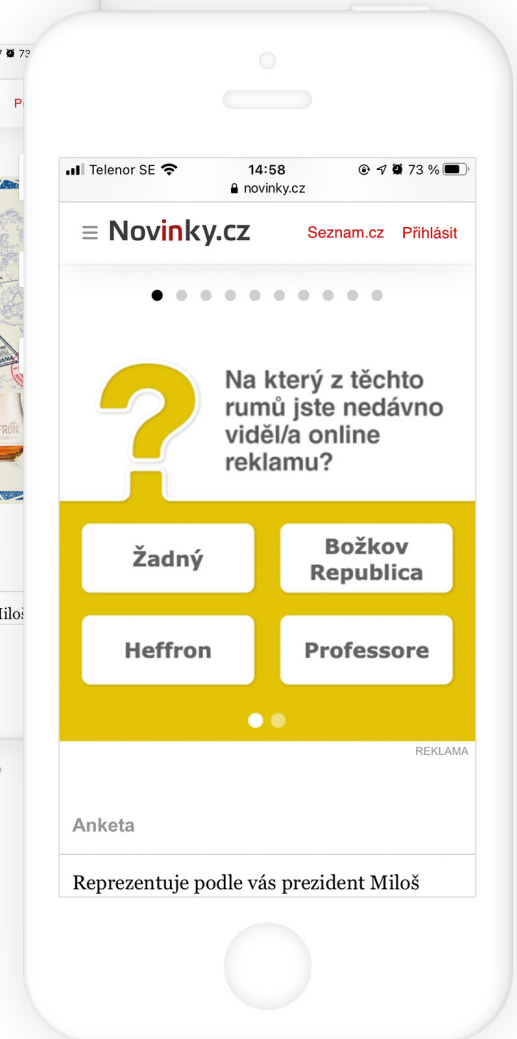
## OUTCOME

The average engagement rate from both groups were **0.48%**, and **0.03%** of all users completed the survey, which was very valuable and of great success for the client.

Heffron was happy with the brand lift campaign and were able to verify their results via the questionnaire.



Branding campaign,  
December 2020



Brand lift campaign, March 2021