Maximize Impact by Making Data-Driven Decisions with Brand Lift

📋 The AdWeek Webinar Summary- April 24, 2025

This document summarizes key points from the Adweek webinar "Maximize Impact by Making Data-Driven Decisions with Brand Lift," featuring Dan Robinson of Cint. As digital ad budgets grow and diversify across channels, measuring upper-funnel effectiveness has become more challenging, and more critical. The session emphasized how real-time, cross-platform brand lift studies can empower marketers to act quickly, test strategies, and prove ROI.

Brand lift measurement has evolved alongside digital advertising. From its early days in the 1990s to today's cross-platform applications spanning CTV, display, mobile, audio, and more, tools like Lucid by Cint now provide rapid, scalable insights. These insights help advertisers identify what works, and what doesn't, so they can optimize campaigns mid-flight and improve planning for future buys.

Through real-world case studies from Nextdoor, Zuru Edge, and Canvas Worldwide, the webinar showcased how brand lift can drive meaningful increases in awareness and other KPIs. Dan also addressed how AI is streamlining insights, how benchmarks contextualize performance, and why even small or regional campaigns can benefit from testing and learning with brand lift strategies.

Click here to watch the webinar replay and/or download the presentation slides.

📌 Key Takeaways:

📊 **Brand Lift is Essential**: Over half of marketers now rank brand lift as their primary success metric, especially in categories like insurance or automotive where conversions are delayed or offline.

🧠 **Measure Holistically**: Track performance across all channels (CTV, mobile, audio, display, etc.) and buy types for a complete view.

⏱️ **Real-Time Data is a Game-Changer**: Immediate insights allow for in-flight campaign optimization, preventing waste and boosting ROI.

🔍 **Benchmarks Provide Context**: Cint supports 30+ verticals and 20+ global markets. Knowing the norm helps evaluate whether a 3-5% lift is impressive.

🎯 **Set KPIs Early**: Clarity on campaign objectives (e.g., awareness vs. purchase intent) ensures the right questions are measured with the right data.

📉 **Negative Results Are Insightful**: A drop in brand lift reveals what's not working, use that data to refine future tactics.

🖊️ **Test & Learn at Any Scale**: Cint supports campaigns with as few as 3 million impressions, making testing accessible to smaller brands or regional buys.

📈 **Success Stories Back It Up**:
  - Nextdoor saw a 14% awareness lift for an insurance brand campaign.
  - Zuru Edge recorded up to 12.5% lift among core buyer segments.
  - Canvas Worldwide tied brand lift to long-term strategy for automotive clients.

💡 **Survey Best Practices Matter**: Use blind brand awareness questions and compare exposed vs. control groups to calculate lift accurately.

🤖 **AI Accelerates Insights**: Cint uses AI to generate summaries, visualize data, and support mid-flight decision-making.

🔄 **Data Granularity Fuels Smarter Buys**: Brand lift tied to creatives, placements, and frequency helps pinpoint high/low performers quickly.