

5 Things to Consider When Running a Brand Lift Study for Audio



An increasing number of brand advertisers are turning to audio as part of an integrated marketing strategy, bringing with them the same expectations for measurement that they have in other marketing channels – including Brand Lift. Brand Lift is a broad term that encompasses a number of metrics including awareness, favorability, and purchase intent, each of which is quite nuanced.

At Veritonic, we believe that the most powerful audio brand lift solution should be built by and for audio, with the unique needs of the channel in mind. Since the use of brand lift studies in audio are new to many, we've compiled a list of 5 things to keep in mind when embarking on your brand lift study:

1. QUALITY CHECKS

One way audio differs from other digital mediums is that IP addresses are the primary means for identifying audience members that heard your ad. This means that recruiting panelists largely takes place at the household level. Household-level recruitment requires a different strategy for quality checks, to confirm that the survey-taker is the person who actually heard the ad (versus, say, their spouse or child).

2. PIXEL AND PREFIX

Streaming audio is currently the largest portion of digital audio ad spend, but podcasting is the dynamic up-and-comer, rapidly growing its share of ear. And in podcasting, a significant percentage of ads are host-read, or “baked in” ads. The only way to measure a baked-in ad is with a prefix URL, so you'll want to ensure that your brand lift partner this capability (in addition to pixel tracking)!

3. MULTICHANNEL APPROACH

Streaming audio and podcasts account for digital audio ad spend...but what about satellite and terrestrial or broadcast radio? Pixel and prefix measurement approaches are table stakes for the digital world, but non-digital channels like satellite and broadcast radio require a different approach. Typically called “forced exposure” or “controlled exposure,” these types of studies have nuances all their own, so your brand lift partner should have a methodology that addresses these as well.

4. FULL-FUNNEL

Not every marketer can measure online conversion – offline retailers, for instance, or marketers selling products with a longer consideration cycle typically have challenges with tracking audience conversions. However, the pixel or prefix that’s measuring a streaming or podcast ad impression is the same technique that Attribution vendors use to identify who’s been exposed to an ad. Since most campaigns have some impact on both branding and conversions, most marketers should at least consider tracking both brand effect and conversion. Make sure you work with a Brand Lift vendor who can support this.

5. INDEPENDENT

What happens when an advertising platform grades their own homework? Bad stuff. That’s why marketers require independent measurement approaches. Smart and transparent insights increase Return On Ad Spend (ROAS) and ROI. Make sure your measurement partner doesn’t have a conflict of interest when giving you guidance.

Measuring Brand Lift in any channel is a subtle and complex topic, and measuring it in audio presents additional methodology and technology considerations. For a successful measurement strategy, make sure your partner is to help you with these challenges!

For more information on Brand Lift. **Contact us at sales@veritonic.com**



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