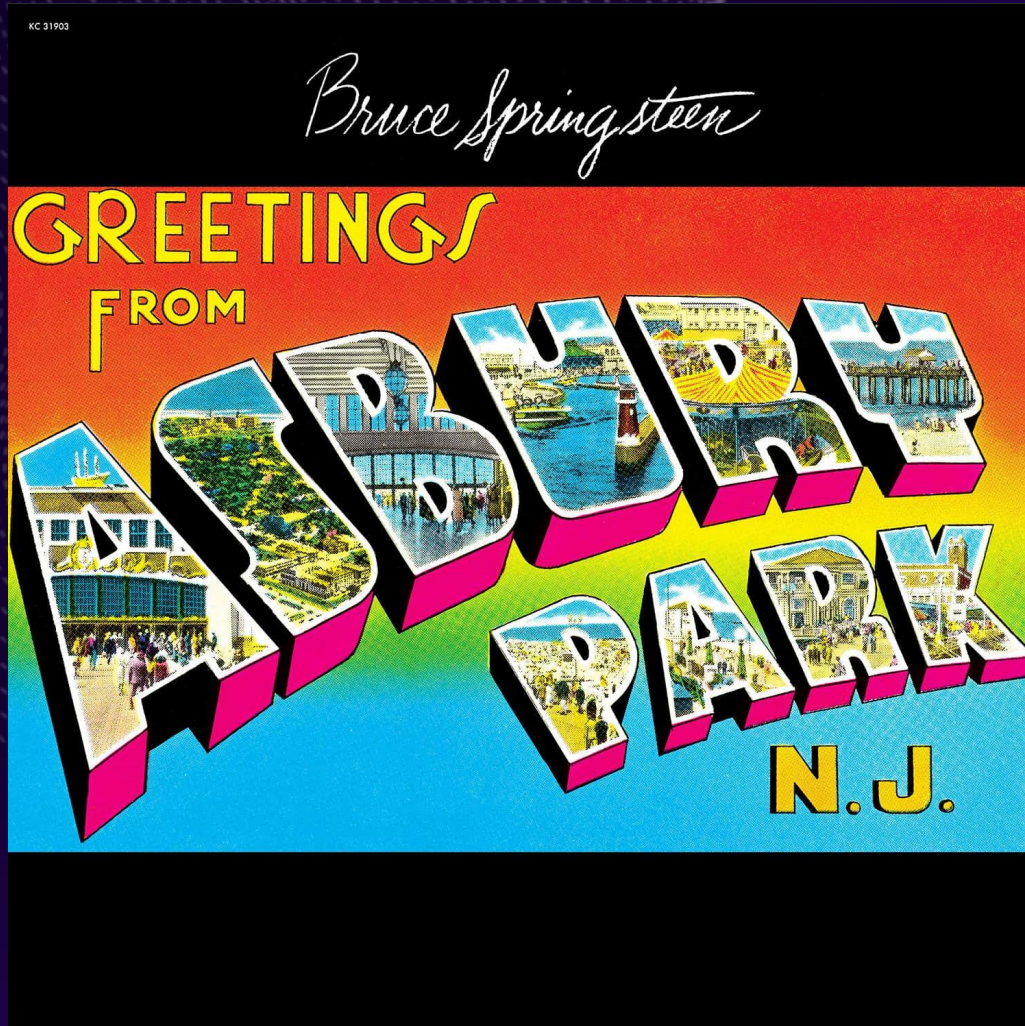


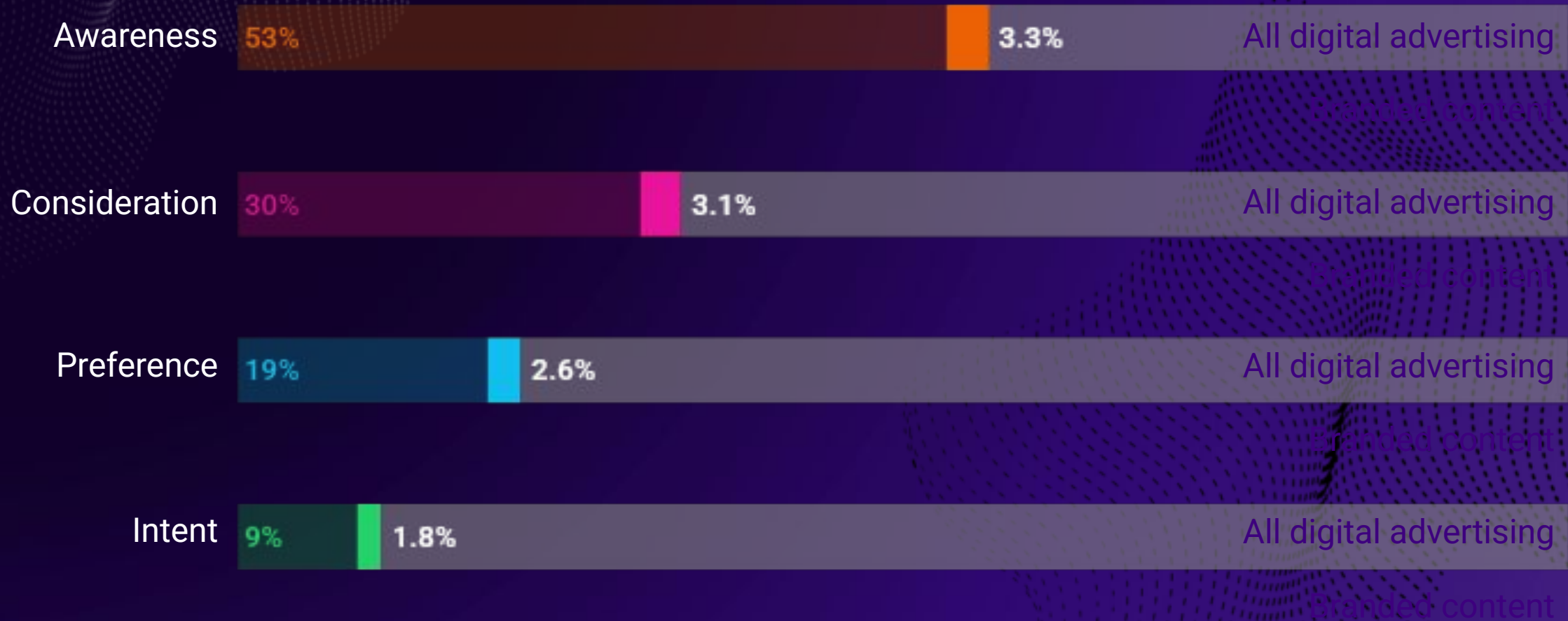
# Deep Dive into the World's Largest Outcomes Dataset





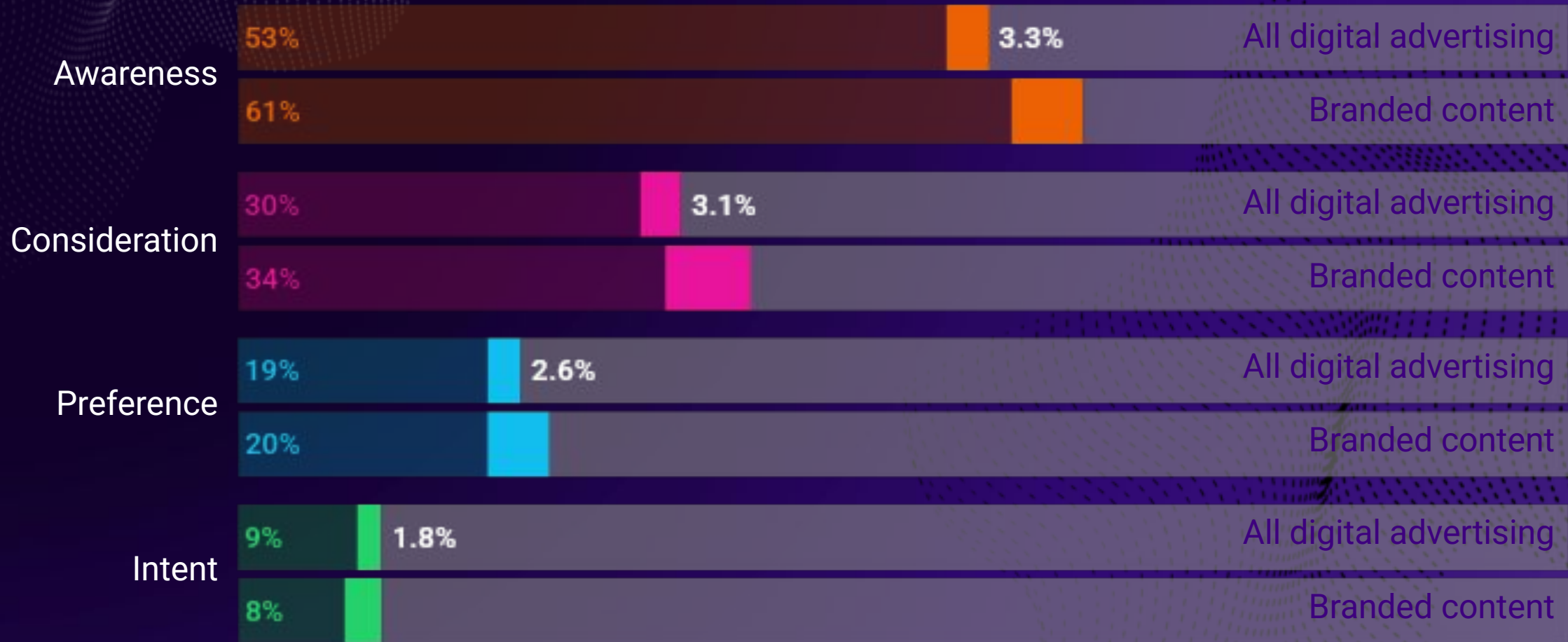


# The global average digital advertising brand lift





# The nature of branded content



# Why is this important?



# Because it connects Investments and Returns



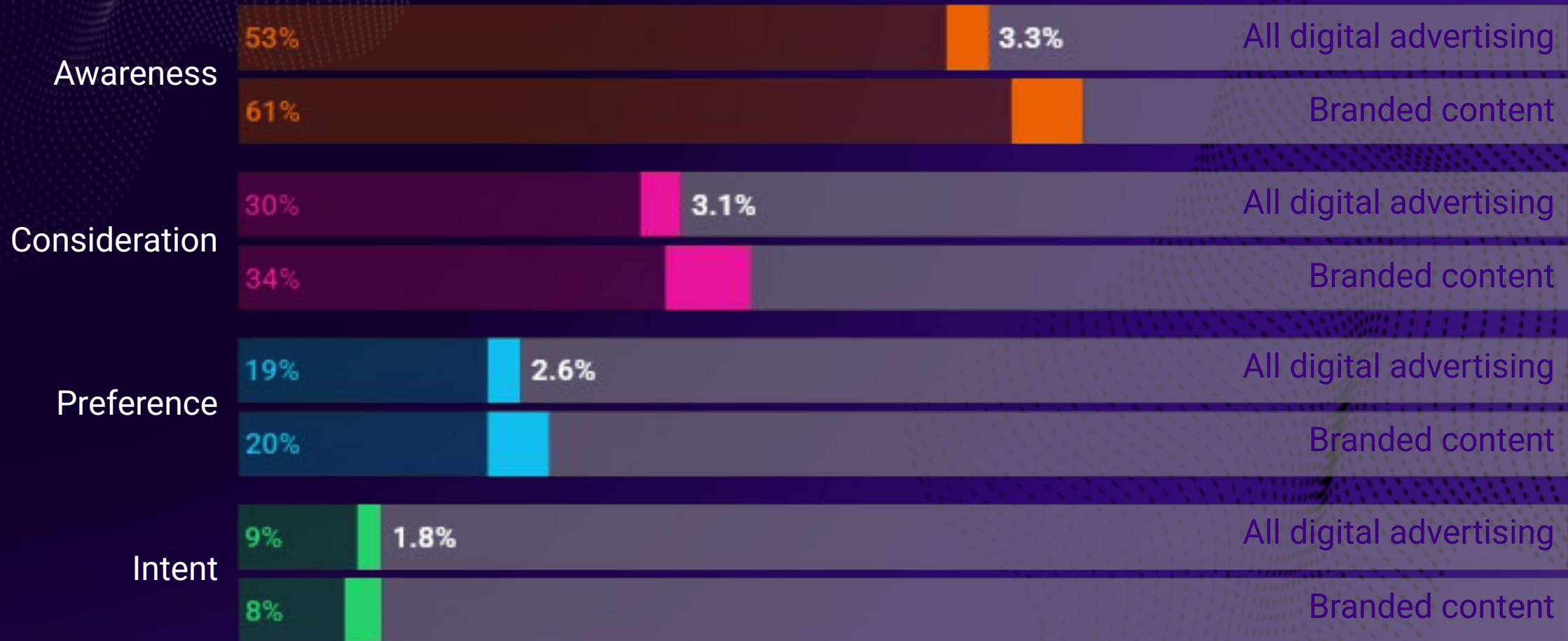
# First party data from premium media

 Dotdash meredith						 <b>FT</b> FINANCIAL TIMES	
							
							
							

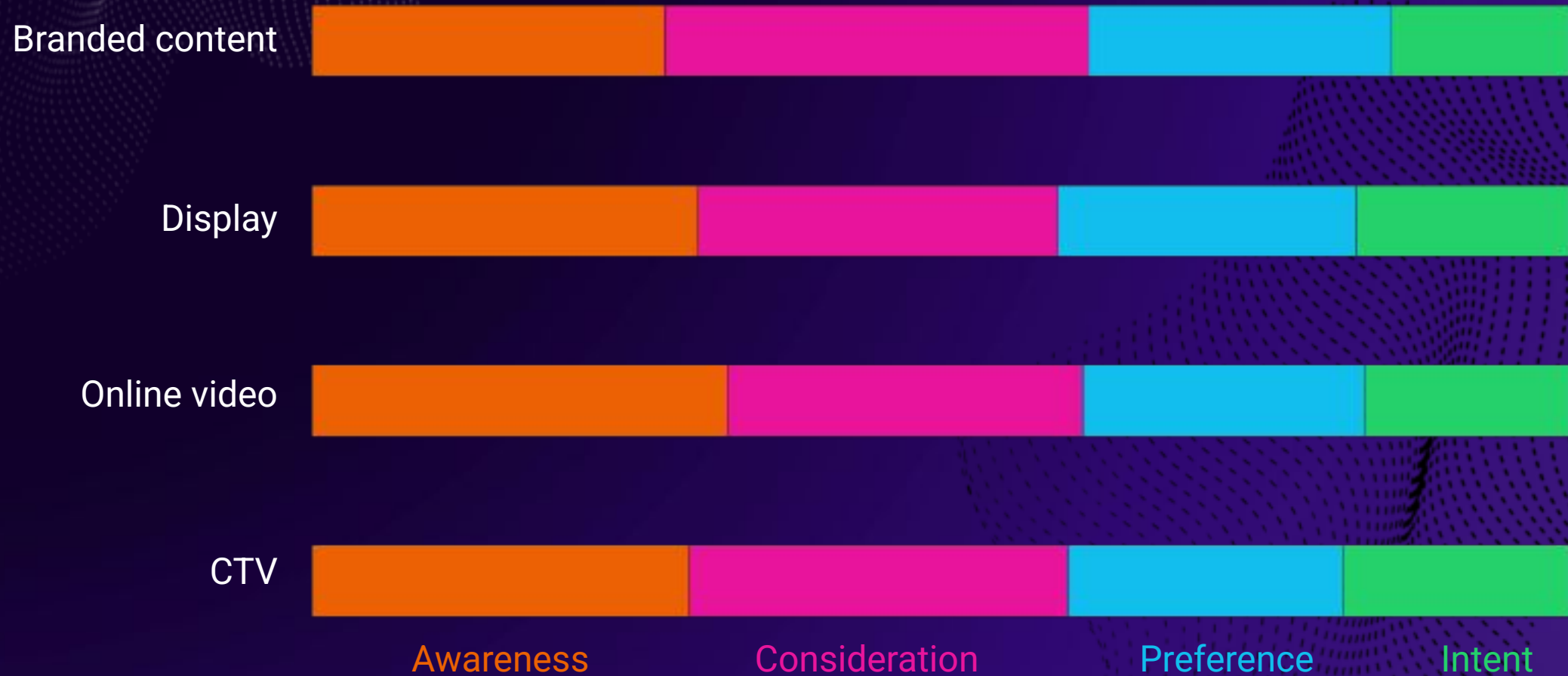
...and many many more



# The nature of branded content

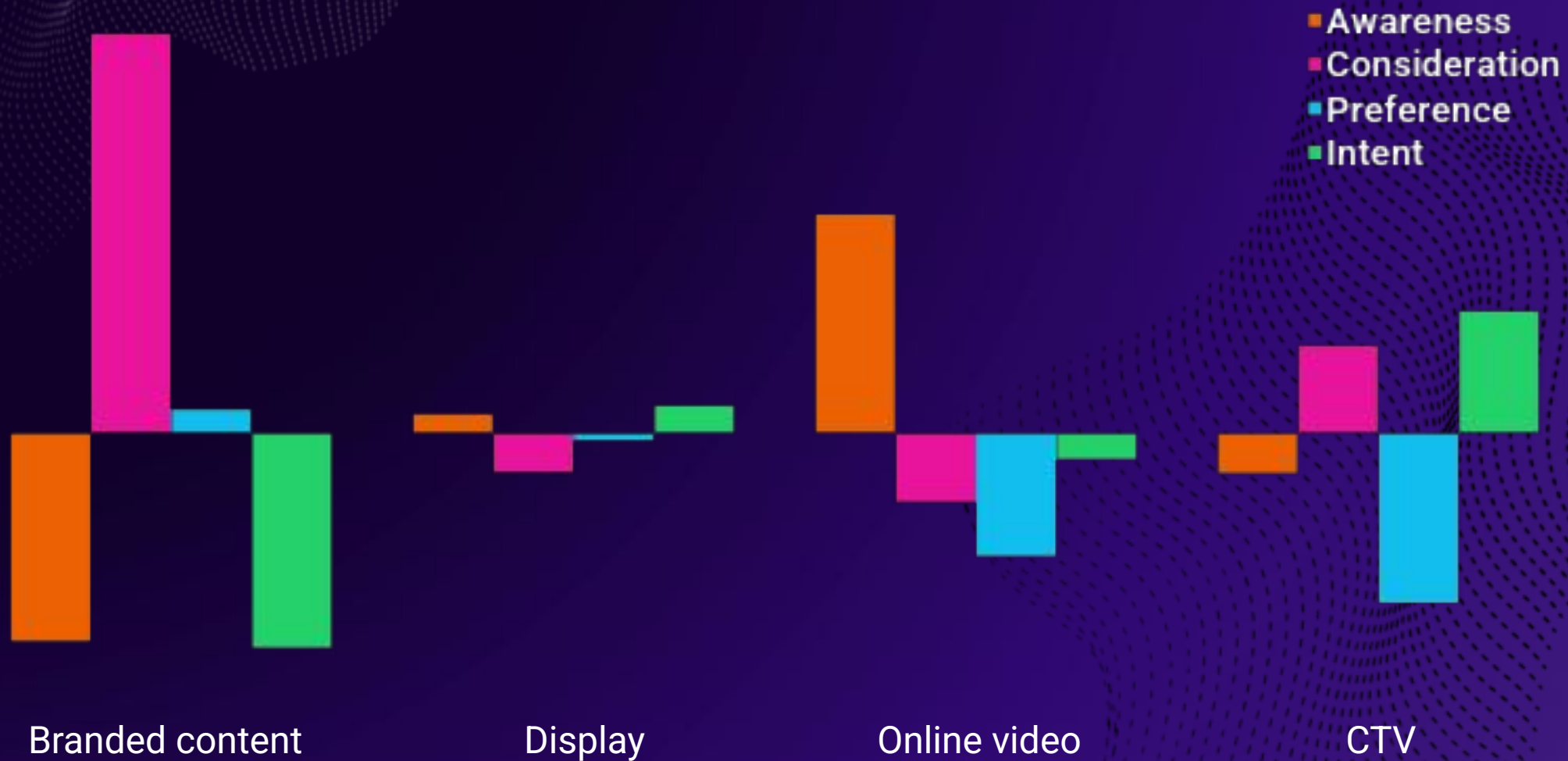


# The nature of branded content

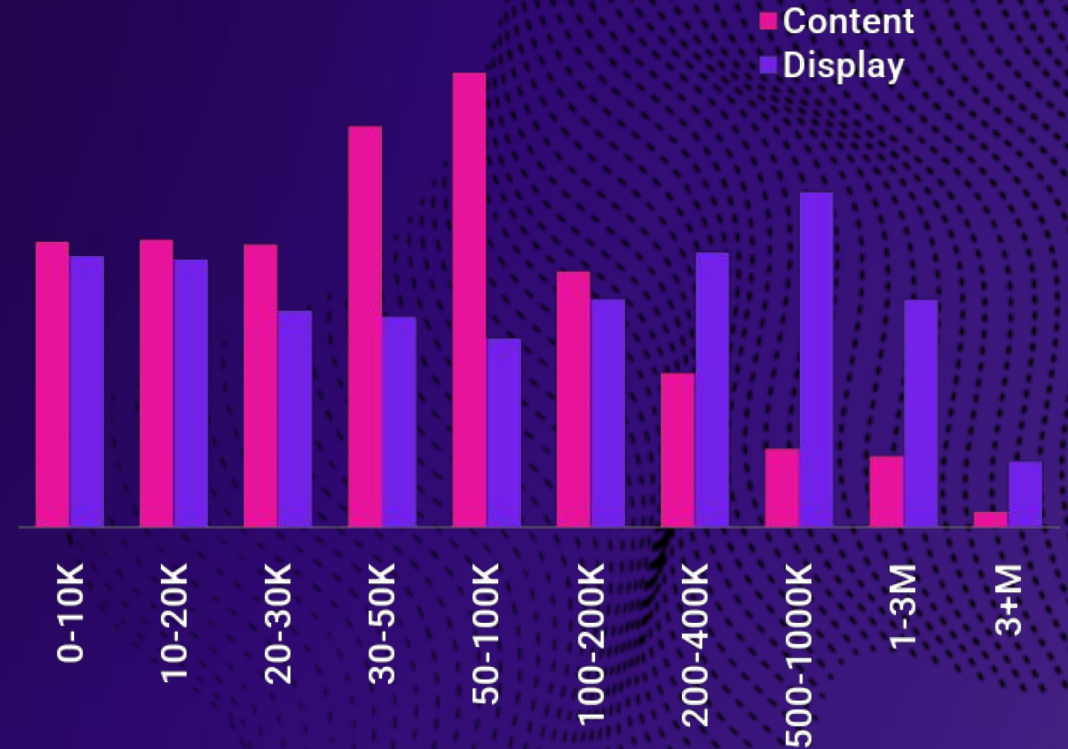
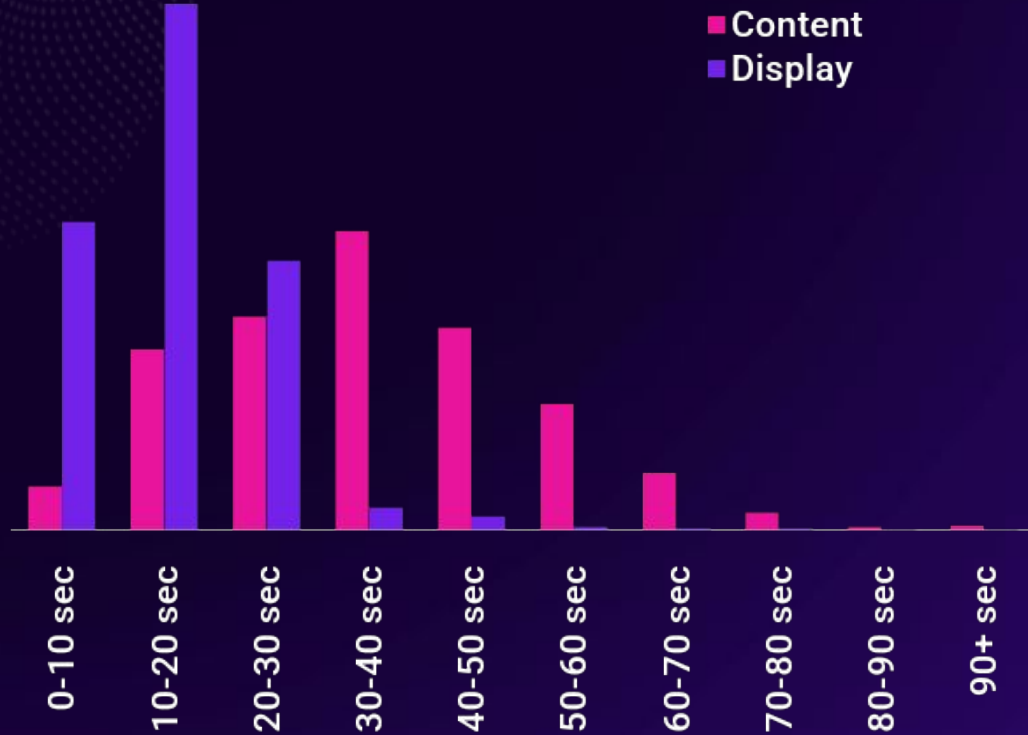




# The nature of branded content

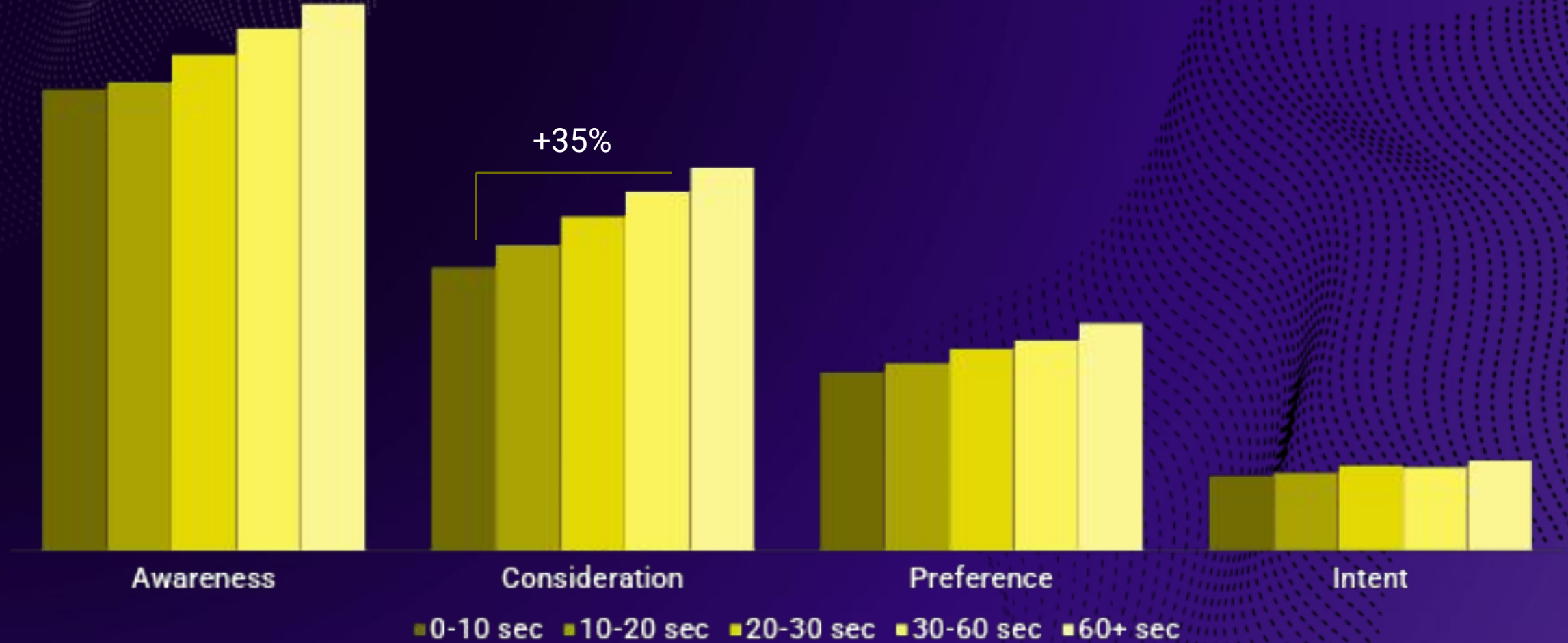


# The superpower of content is time





# The superpower of content is time, to tell the story



# Outcomes signals trained on unique data





# Brand familiarity dependent strategies

## Large brands (>70% awareness)

- Focus on differentiation rather than awareness building
- Leverage existing brand equity to drive consideration and preference
- Aim for modest but consistent lift metrics (3-5% range)
- Story is everything, content is the path

## Medium brands (40-70% awareness)

- Balance awareness building with differentiation and story
- Study and adapt successful customer playbooks
- Expect moderate lift potential (5-8% range)
- Mix content with high frequency, volume and presence

## Small brands (<40% awareness)

- Prioritize awareness building
- Learn from top-performing case studies
- Set aggressive awareness lift objectives (potential for 10%+ lift)
- Use content to please your fans, where they are



# Brands with a story always outperform





# Brands with a story always outperform





# Most of us work at...



Find somebody...

...to help find your story...

...and then tell it...

...consistently





**Anders Lithner**

[anders@brandmetrics.com](mailto:anders@brandmetrics.com)

[linkedin.com/in/lithner](https://www.linkedin.com/in/lithner)