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Digital advertising effectiveness measurement

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Digital advertising effectiveness measurement

ABSTRACT

This disclosure describes techniques to measure the effectiveness of advertising campaigns. For example, the techniques can be implemented to measure brand lift generated by an advertising campaign. Advertisements are displayed to a set of users that form a treatment group and are selectively withheld from another set of users that form a control group. Offers of discounts, coupons, complementary samples, etc. are provided to both sets of users. Uptake of offers by users in the control and treatment groups is utilized to measure brand lift from the advertisements.

KEYWORDS

- Brand lift
- Advertising campaign
- Interest metrics
- Audience reach
- Consideration lift

BACKGROUND

It is important for advertisers to be able to measure the impact of their digital advertising campaigns across various digital platforms. Accurate measurement of impact enables an accurate computation of the return on investment (ROI) from advertising. However, measures of impact can be difficult to obtain, particularly for advertisements that are intended to strengthen brand recognition. Surveys can be used to measure improvement in brand recognition due to advertising campaigns. However, surveys can yield misleading results, e.g., due to unconscious user biases, receiving incorrect answers, etc.

DESCRIPTION

This disclosure describes techniques that can be implemented by a digital advertising platform to measure the impact of advertising on brand perception. The techniques enable advertisers to obtain metrics that provide a measure of the impact of their digital advertising on brand lift. Per techniques of the disclosure, users are provided offers of coupons, discounts, complementary samples, etc., related to the product brand being advertised. With user permission and express content, user responses to the offers and related user actions are utilized to measure brand lift from an advertising campaign. Responses are compared between a group of users that were exposed to the advertising campaign (treatment group) and a holdback group of users that were not exposed (control group) to the advertising campaign.

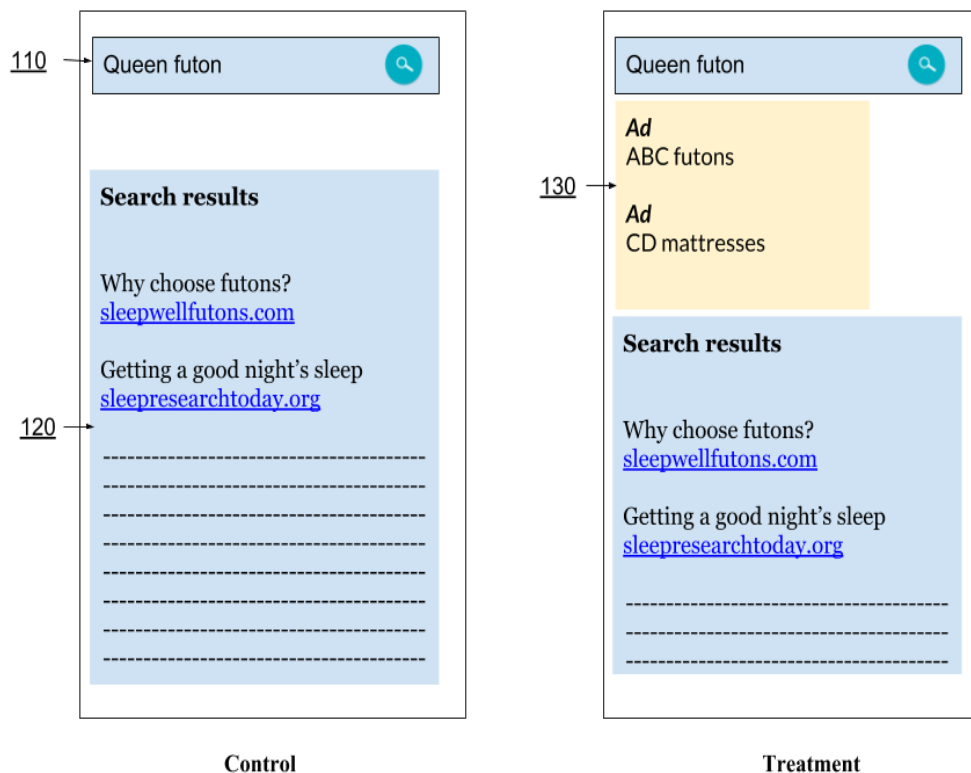


Fig. 1: Ads are served to control and treatment groups of users

Fig. 1 illustrates examples of online content that is displayed to users that form a control group and a treatment group for an advertisement. In this illustrative example, a search (120) conducted by a user is depicted. A user that belongs to a control group is provided with the search results (110), while a user that belongs to a treatment group is served with advertisements (130) in addition to the search results.

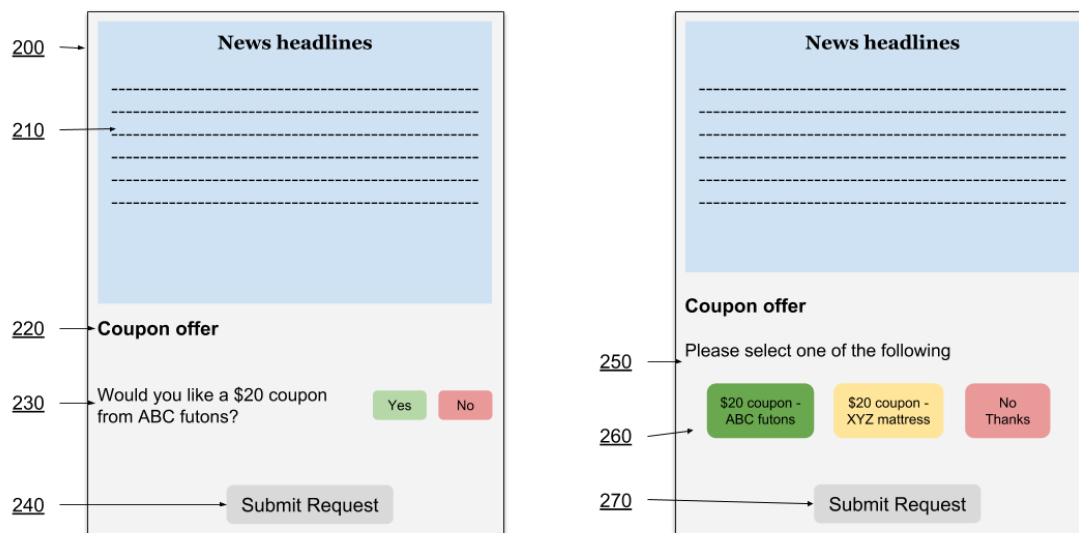


Fig. 2: Offers made to users can be utilized to measure brand lift

Fig. 2 illustrates examples of offers made to users that are used to measure brand lift. In the illustrated example, a user interface (200) depicts content (210) viewed by a user. An offer of a coupon (220) is provided to the user (230), and the user can select the offer, if the user so chooses (240). Comparison offers (250, 260) can also be provided to the user, as illustrated, along with a user option to select a suitable offer (270). The offers are designed to be attractive to the users and cost-effective to enable the measurement campaign to be conducted across a large user base.

With user permission and express content, data from the control and treatment group are aggregated to determine brand lift provided by the advertisements. Increased user response to

offers from the treatment group compared to the control group indicates brand lift provided by the advertisement campaign.

The techniques take advantage of interaction options in online advertising and can be implemented at a greater scale, e.g., than surveys. The offers are non-annoying and can elicit a high response rate. Further, the use of offers can lead to truthful responses from users. The offers can include, e.g., offers to shop at an online shopping portal. Offers can be displayed on any content page, e.g., a content page that hosts video content. The techniques described herein can be used by any online advertising platform and/or publisher.

Further to the descriptions above, a user may be provided with controls allowing the user to make an election as to both if and when systems, programs or features described herein may enable collection of user information (e.g., information about a user's social network, social actions or activities, profession, a user's preferences, or a user's current location), and if the user is sent content or communications from a server. In addition, certain data may be treated in one or more ways before it is stored or used, so that personally identifiable information is removed. For example, a user's identity may be treated so that no personally identifiable information can be determined for the user, or a user's geographic location may be generalized where location information is obtained (such as to a city, ZIP code, or state level), so that a particular location of a user cannot be determined. Thus, the user may have control over what information is collected about the user, how that information is used, and what information is provided to the user.

CONCLUSION

This disclosure describes techniques to measure the effectiveness of advertising campaigns. For example, the techniques can be implemented to measure brand lift generated by an advertising campaign. Advertisements are displayed to a set of users that form a treatment

group and are selectively withheld from another set of users that form a control group. Offers of discounts, coupons, complementary samples, etc. are provided to both sets of users. Uptake of offers by users in the control and treatment groups is utilized to measure brand lift from the advertisements.