

CASE STUDY

IAS QUALITY ATTENTION™ DRIVES BRAND LIFT FOR CPG BRAND

IAS partnered with Upwave to understand the correlation between high attention scores and their influence on brand awareness and purchase intent



HIGHER IAS QUALITY ATTENTION DRIVES BETTER BRAND PERFORMANCE

PARTICIPATION

Global Media Agency

RESPONDENTS

Adults 18+

CLIENT

Leader in CPG, Beverage category

KPIs:

- Awareness
- Purchase Intent

THE GOAL

A global media agency and their client, a leader in the CPG beverages industry wanted to understand how higher attention scores can drive better results across their KPIs:

- Awareness
- Purchase Intent

CASE STUDY DESIGN

IAS partnered with Upwave to leverage a traditional control/exposed study. The control group served as the baseline and was not exposed to the campaign, while the exposed group saw the campaign.

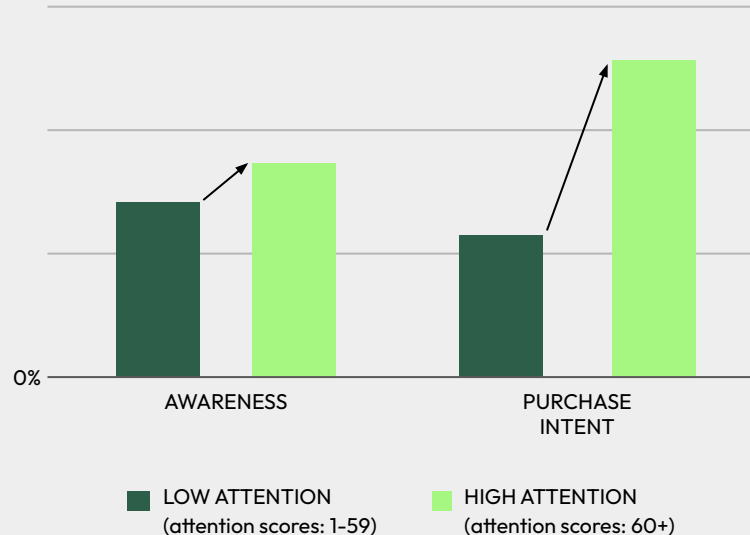
A custom KPI data cut focused on IAS's Quality Attention™ broken out as low attention vs. high attention. Scores 1-59 were considered low, and scores 60-100 were considered high

HIGHER ATTENTION DRIVES FULL FUNNEL BRAND PERFORMANCE FOR CPG BRAND

IAS partnered with Upwave to show how attention impacts brand lift for major CPG client

METHODOLOGY
Upwave used a traditional exposed versus unexposed brand lift design

When compared to low attention scores, placements with higher attention scores performed better



KEY INSIGHTS

▲ 26%

Lift in Higher Brand Awareness for IAS higher attention scores v.s lower attention scores

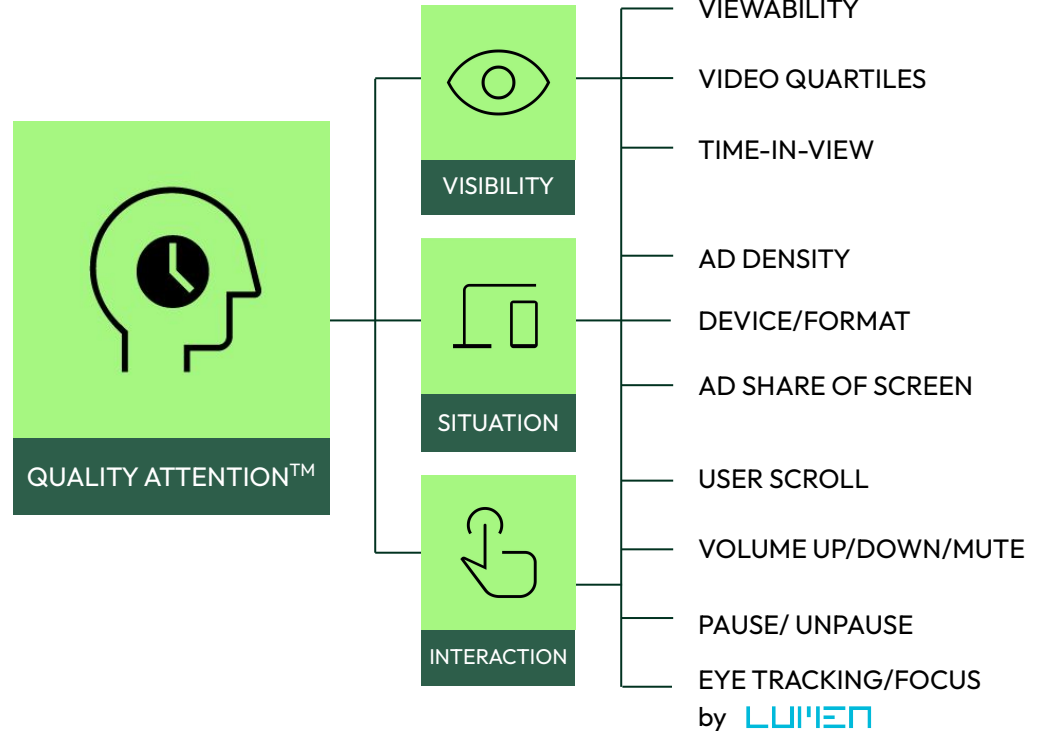
▲ 69%

Lift in Higher Purchase Intent for the IAS higher attention scores v.s lower attention scores

QUALITY ATTENTION™

Unifying media quality and **eye tracking** with machine learning to deliver proven results

- **Measure to understand your baseline:**
Verify Quality Attention™ by campaign, environment, format, device type, trends over time, and much more.
- **Compare Attention Scores:**
Compare Quality Attention™ against the IAS average to identify underperforming campaigns and inform where a deep dive needs to occur for a more detailed understanding of campaign performance.
- **Optimize to Attention Scores:**
Act on low performing campaigns, media partners, placements, domains and more to understand performance and improve attention scores that drive proven results.



Upwave is the Analytics Platform for Brand Advertising. Upwave makes brand advertising more impactful. Upwave leverages industry-leading predictive analytics, with the largest consumer data available, to measure cross-channel brand campaigns.

Integral Ad Science (IAS) is a leading global media measurement and optimization platform that delivers the industry's most actionable data to drive superior results for the world's largest advertisers, publishers, and media platforms. IAS's software provides comprehensive and enriched data that ensures ads are seen by real people in safe and suitable environments, while improving return on ad spend for advertisers and yield for publishers. Our mission is to be the global benchmark for trust and transparency in digital media quality. For more information, visit integralads.com.