AudienceAnywhere
Optimize Lift Analysis Methodology

CONTENTS

OVERVIEW

Within the Audience Anywhere Optimize module, users have the option to license one of two subscriptions: Directional Reporting or Directional + Lift Reporting:

REPORTING OPTIONS IN AUDIENCEANYWHERE OPTIMIZE	
REPORTING OPTION	**ADDITIONAL INFORMATION**
Directional Reporting	Provides a customizable view of campaign delivery, attributable behaviors and directional performance drivers.
Directional + Lift Reporting *	Includes directional reports, plus a causal analysis that measures the incremental impact of seeing an ad campaign. Included in the analysis: - Incremental Lift: The change in consumer behavior directly influenced by ad exposure (a conversion that wouldn't have occurred if the ad hadn't been seen). Lift is projected to capture the campaign's total impact. - Cost per Incremental Acquisition (iCPA): Efficiency metric representing the dollar amount of media budget for every incremental conversion generated.

* Lift within AudienceAnywhere is not available for Search and Social creative types. For information on obtaining lift for these creative types, contact your Account Team.

This document will take you through the methodology behind the Lift Analysis.

METHODOLOGY

Claritas Identity Graph

The Claritas identity graph is the foundation of campaign measurement. It enables cross-environment activity resolution that allows Claritas to link, for example, a purchase made at a retailer's website using a laptop to the same retailer's ad that was seen on a mobile phone's

weather app. Without the identity graph, we wouldn't know that the activities in the above example were associated with the same household.

Media Attribution

Media attribution is the process of associating a consumer behavior to an advertiser's marketing campaign. For example, if a purchase was made on a retailer's website, that activity will be attributed to the retailer's marketing efforts if the consumer saw the retailer's advertisement sometime before the purchase. The default lookback window for attribution is 30 days.

Campaign Lift Analysis

While media attribution associates a conversion to past ad exposures, it doesn't tell us if that conversion was directly driven by advertising. In other words, attribution doesn't tell us if that conversion would have taken place if the ad was never seen. To understand that, we need to look at the incremental impact.

Incrementality is the change in consumer behavior created by advertising. It's determined by comparing the behavior between exposed and unexposed households while controlling for all other factors that may influence that behavior.

A few key steps are required in order to make that comparison:

LIFT ANALYSIS PROCESS		
STEP	**ACTION TAKEN**	**ADDITIONAL INFORMATION**
Step 1	Data Collection	Exposures and conversions are collected through the property and media pixels.
Step 2	Defining Test Households	Households that were served an impression are "exposed" households. Exposed households are limited to those with a ZIP11/ZIP+6 assignment.
Step 3	Defining Control Households	All households not served an impression are "unexposed" households. Unexposed households with a ZIP11/ZIP+6 are included in the pool of potential control households.
Step 4	Attributable Conversions Sourced	Attributable conversions are determined for all exposed test households.
Step 5	Analyze Lift from Control to Test Households	Compare attributable conversions from our test households to conversions within equivalent time periods from our control households.
Step 6	Calculating Incremental Lift	Percent lift is calculated for the total campaign. Percent lift is also calculated at the media partner, ad placement and demographic level.
Step 7	Test for Statistical Significance	Significance testing assures that the observed incremental lift is a result of the ad exposure. Results that are not considered significant at the 80% confidence level are considered inconclusive.
Step 8	Calculating Final Performance Metrics	Total incremental conversions is derived by applying the modeled percent lift at the total campaign level.

Data Availability

Data that populates incremental lift reporting is derived from models that are run every two weeks. Meaning, the first lift analysis will be run on day 15 of the campaign, with results available by day 16.

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Until the model is run again 14 days later, the lift analysis metrics derived from the initial analysis will be applied to all directional metrics that are generated daily in order to create daily insights.

The lift analysis model will run every two weeks until the conclusion of the campaign post-period.

Note: In the event that insufficient data exists after two weeks (our models require a minimum of 100 attributable conversions), the lift analysis is delayed to the four-week mark at which point data availability is reassessed. This process repeats until enough data is available to execute the lift analysis.

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