

BUILDING BRAND LIFT FROM THE GROUND UP



CAMPAIGN DETAILS

ADVERTISER: *Pergo*

PLATFORM: *TripleLift*

GOAL: *Build brand awareness*

SUMMARY: *Pergo teamed up with TripleLift to launch a native advertising branding campaign, and used Nielsen Digital Brand Effect to measure and optimize its brand impact.*

RESULTS: *Pergo and TripleLift worked together to increase Pergo's brand awareness by 36.8% through real-time measurement and optimization.*

RAISING THE FLOOR ON BRAND AWARENESS

Pergo is one of the largest US floor manufacturers and constantly at the edge of innovation in the flooring space. With a goal to increase brand awareness around their beautiful and durable hardwood floors, Pergo wanted to launch a digital advertising campaign that fit flawlessly into the surface of a site's experience.

To execute the campaign Pergo teamed up with TripleLift, a native advertising platform, to communicate their brand message by integrating their advertising content within a site's endemic experience. Together they turned to Nielsen Digital Brand Effect to further understand the impact of their native advertising efforts against the primary marketing objective - awareness.

PERGO AND TRIPLELIFT USED NIELSEN DIGITAL BRAND EFFECT TO UNDERSTAND THE EFFECTIVENESS OF THEIR NATIVE ADVERTISING EFFORTS

“ A well-executed digital advertising campaign does more than just produce clicks - it influences the hearts and minds of consumers. That's why it's important to measure the long-term impact an ad has on sales through brand awareness and intent. Nielsen's Digital Brand Effect provides a simple and cost-effective way to measure these trends.

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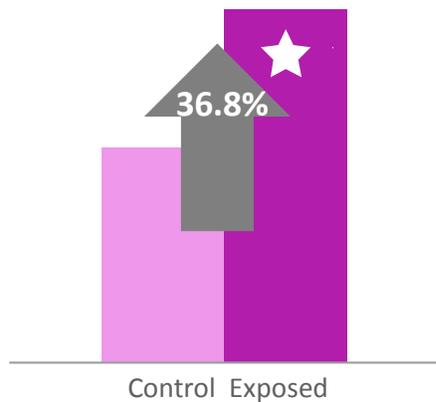
Kristen Napoli
Sr. Director of Marketing, TripleLift



RAISING THE FLOOR ON BRAND AWARENESS

TripleLift and Pergo used the Nielsen Digital Brand Effect interface to optimize and drive an increase in awareness while the campaign was in-flight.

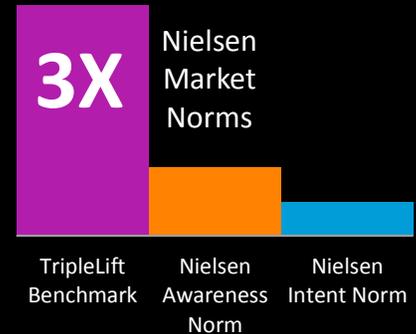
PERGO AWARENESS CAMPAIGN



MARKETING TIP:
Benchmarks around relevant brand metrics helps all parties—advertisers, platforms, and publishers—understand the value in their marketing efforts

GROUNDWORK FOR FUTURE SUCCESS

By measuring across multiple campaigns—including Pergo's—TripleLift was able to generate their own custom benchmarks to showcase the value of their native advertising platform to future partners.



THE RESULTS



IN-FLIGHT OPTIMIZATIONS INCREASED PERGO BRAND LIFT BY 36.8%



INCREASED BRAND AWARENESS & CONFIRMED VALUE IN NATIVE INVESTMENT



TRIPLELIFT USED LEARNINGS TO BUILD CUSTOM BENCHMARKS TO SHOWCASE THE POWER OF THEIR PLATFORM

WHY NIELSEN DIGITAL BRAND EFFECT?

MEASURE AND OPTIMIZE DIGITAL CAMPAIGN PERFORMANCE USING A BRAND RELEVANT METRIC



Nielsen Digital Brand Effect measures digital brand advertising performance in real-time using a brand relevant metric – brand lift. Using brand lift, marketers are able to understand how effective their campaign was in achieving their primary branding objective. The performance of key campaign elements driving overall brand lift – creative, target, and frequency – are shown in real-time in an intuitive, web-based dashboard, allowing marketers to identify optimization opportunities while the campaign is still running. The learnings from measuring brand lift consistently across brand advertising campaigns can also inform future planning efforts to improve overall advertising performance and maximize ROI.