



## CASE STUDY



# ENSURING BRAND LIFT TAKES OFF

## How Expedia Media Solutions Used Real-Time Brand Metrics to Drive Travel Intent

### INDUSTRY

Increasing global consumer confidence has led to increased discretionary spending intentions. Thirty two percent of respondents to Nielsen's Global Consumer Confidence Survey intend to spend on holidays/vacations. Many of those consumers will visit an online travel site, one-stop-shops that allow consumers to browse and book flights, hotels and transportation. This unprecedented access to information is a boon to consumers, but with so many destinations competing for travelers' time and money, travel marketers need to ensure that they make a positive impact on their audience to capture their attention. The best way to do so is to receive information on the effectiveness of their ad campaign while it is still running. This allows marketers to understand what is working, what isn't, and how to improve in real-time, helping them ensure that their ad campaign's brand lift takes off.

### OVERVIEW

For an upcoming online campaign, a travel marketing company teamed up with Expedia Media Solutions, one of the world's leading online travel companies, to increase consideration of a specific vacation destination amongst travelers. The campaign ran a mix of high-impact, awareness creative units featuring the destination on Expedia's German pages, including wallpapers, homepage takeovers, and ads featuring special offers. With the summer travel season starting up, Expedia Media Solutions wanted real-time brand metrics to assess the campaign's impact on travel intent, and to ensure the online campaign would resonate positively with their audience.

### COMPANY:

Expedia Media Solutions

### CAMPAIGN:


Promote a travel destination

### OBJECTIVE:

Intent to travel

### SOLUTION:

Nielsen Digital Brand Effect



By leveraging Nielsen Digital Brand Effect, our team was able to glean valuable data and insights that informed our brand measurement and optimization strategy, ultimately driving real results.

**Noah Tratt**  
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Expedia Media Solutions

<sup>1</sup> Nielsen Consumer Confidence Report: Concerns and Spending Intentions Around the World, Q4 2013

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## INSIGHTS/FINDINGS

Expedia Media Solutions used Nielsen Digital Brand Effect to measure and optimize brand lift in consideration while the campaign was still running, and maximize ROI. Specifically, they were able to:

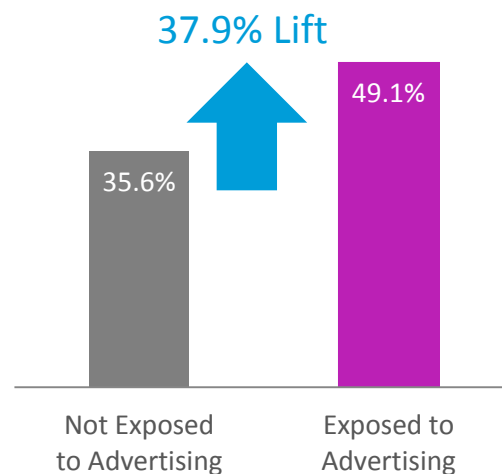
- Review the overall brand lift of the campaign, and break out brand lift performance by creative, site, and frequency, in real-time
- Identify the most impactful creative units which drove 2.5x higher brand lift than the campaign average, highlighting an optimization opportunity
- Identify that multiple exposures led to increased brand lift – 10+ exposures drove over 2x higher brand lift than the campaign average
- Drive an overall 38% brand lift in intent to travel amongst those who were exposed to the campaign
- Expedia Media Solutions identified a 34% increase in the number of passengers and a 27% increase in room nights booked by German tourists during the campaign period compared to the previous year.

## SOLUTION

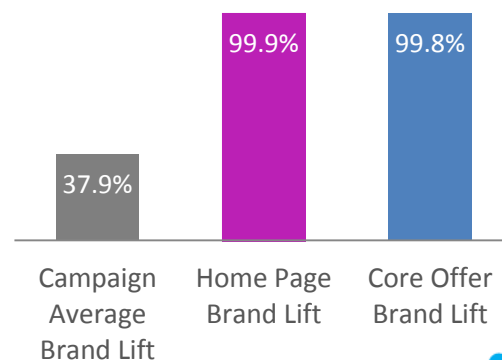
Nielsen Digital Brand Effect measures resonance as part of Nielsen's 3Rs framework: Reach, Resonance, and Reaction. It is the first real-time enterprise technology platform that allows advertisers to collaborate with their digital media ecosystem around optimizing brand lift metrics.

Using an intuitive, web-based dashboard, Expedia Media Solutions was able to get a real-time understanding of the brand building effectiveness of their high impact display campaign, and its performance against their primary marketing objective – intent to travel. The performance of key campaign elements driving overall brand lift—creative, site, and frequency—were also highlighted in real-time, enabling Expedia Media Solutions to identify optimization opportunities while the campaign was still running. Expedia Media Solutions was also able to apply the granular brand lift insights to future campaigns, allowing them to improve performance and maximize ROI in-campaign and across campaigns.

## Intent Brand Lift



## Creative Performance



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## CONCLUSION

The online medium has exponentially increased the ease of retrieving information while at the same time increasing the volume of information available. Marketers have to work harder than ever to stand out from the crowd and make a positive impact on their audience. The easiest way to ensure performance is to get relevant, granular information on what is working and what is not in a timely fashion, while the campaign is still running. For branding goals, it is crucial that marketers receive relevant brand lift metrics. Clickthrough rates, while essential for direct-response, do not accurately measure branding impact.

Brand lift metrics, which measure the overall campaign performance and the campaign elements driving that performance, can point marketers to simple campaign optimizations that result in big improvements. This not only gives marketers more control over campaign performance, it also allows them to ensure branding impact and, ultimately, maximize ROI.

## KEY TAKEAWAYS:

- Clickthrough rates are great for direct-response campaigns, but branding campaigns need relevant brand lift metrics to assess campaign effectiveness.
- Real-time performance information can reveal in-campaign improvements that leads to better performance and higher ROI. Take action on this information.
- Some creative units will work better than others due to various factors. Measure the branding effectiveness of all your campaign ads to inform and develop creative best practices specific to you.