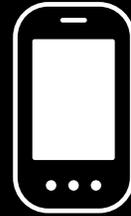


## ACHIEVING MOMENTS OF BRAND LIFT



## CAMPAIGN DETAILS

PLATFORM: *Kiip*

GOAL: *Quantify mobile campaign impact against brand goals.*

SUMMARY: *Kiip builds brand relationships with consumers through a moment-based rewards network, and used Nielsen Digital Brand Effect to measure brand lift across seven mobile brand advertising campaigns.*

RESULTS: *Kiip validated the brand building capabilities of their network by exceeding Nielsen's mobile norms by 9x in awareness.*

## BUILDING REWARDING BRAND RELATIONSHIPS

Mobile devices have quickly grown into a companion that is always on and always with us. On average, adults 18+ spend almost nine hours a week on a smartphone to browse the web or use apps<sup>1</sup>. Marketers are shifting advertising spend to mobile to stay in front of these consumers that are growing by the day and can be reached at any time and in any location.

Kiip, a mobile reward-based network, targets “moments of achievement” in apps people use to build strong brand connections and relationships. Kiip’s campaigns add value throughout a consumer’s day by rewarding users with free samples, special offers or virtual items while doing something they love. However, being a new approach to advertising on mobile, Kiip wanted to quantify the brand-building capabilities of their platform. To assess the impact, Kiip leveraged the real-time, web-based capabilities of Nielsen Digital Brand Effect.

MOBILE BRANDING EFFORTS SUCH AS DRIVING AWARENESS MUST BE MEASURED USING BRAND RELEVANT METRICS.



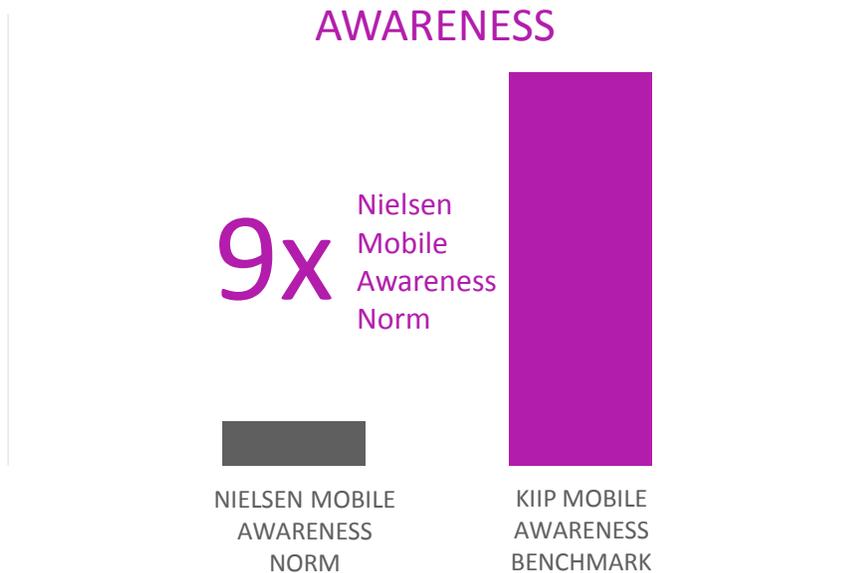
“ Kiip's ability to engage consumers in the moment at such an exceptionally high rate allows us to excel with performance and brand advertisers alike. By leveraging DBE, we've been able to further quantify and measure how true brand value can be delivered in mobile — which is something that brands have long been looking to do at scale. The results have been nothing short of amazing.

”

Brian Wong, CEO and Co-Founder, Kiip

# ACHIEVING MOMENTS OF BRAND LIFT

Kiip leveraged Nielsen Digital Brand Effect to quantify the effectiveness of their mobile rewards network. By measuring brand lift across seven awareness campaigns, Kiip was able to create an internal awareness benchmark and use the results to highlight the performance of their network in exceeding brand goals with their clients.



## THE RESULTS



KIIP'S PERFORMANCE EXCEEDED NIELSEN MOBILE AWARENESS NORMS BY 9X



USED A CONSISTENT BRAND RELEVANT METRIC TO BUILD BENCHMARKS AND BEST PRACTICES



TIED CAMPAIGN RESULTS TO BRAND GOALS TO SHOWCASE MOBILE'S EFFECTIVENESS

## 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, platforms are able to understand how effective a campaign was in reaching the marketer's 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 platforms to identify optimization opportunities while the campaign is still running. The learnings from measuring brand lift consistently across brand advertising campaigns can also be used to inform future planning efforts and showcase the value of a platform at meeting brand goals.