

BRANDM4TCH

REPORTING & MEASUREMENT



BRANDM4TCH MEASUREMENT OPTIONS

All Campaigns

Agency Portal

Audience Profile

Brand Campaign:
Targeting Customers

Effectiveness Study
comparing to a Broad
Audience (eg. 18-54)

*Subject to availability

Brand Campaign:
Targeting Non-
Customers

Effectiveness Study
comparing to a non-
exposed control
audience

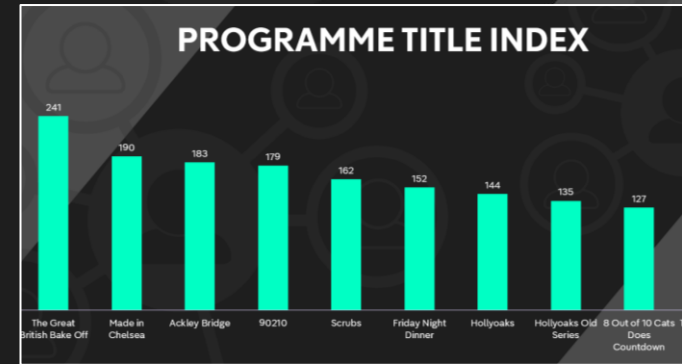
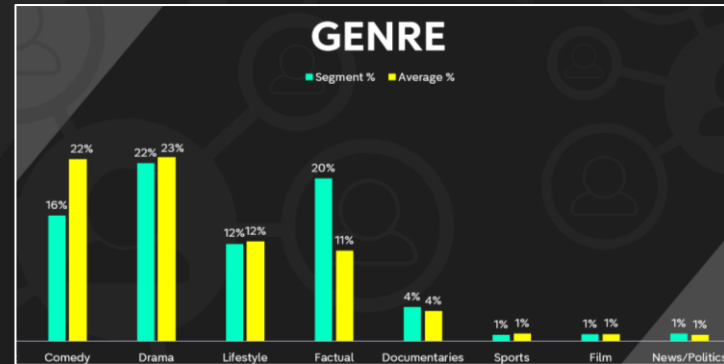
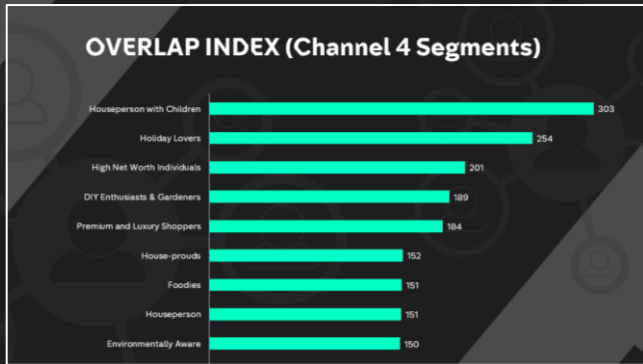
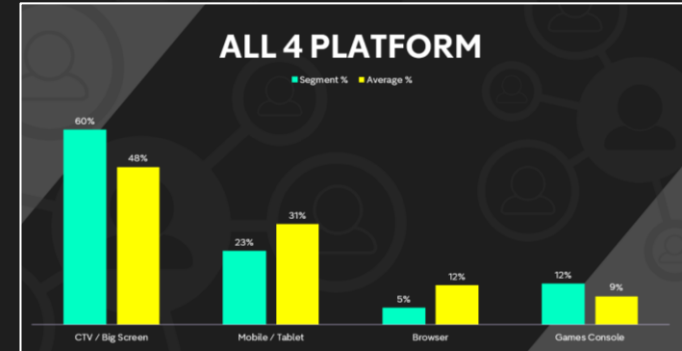
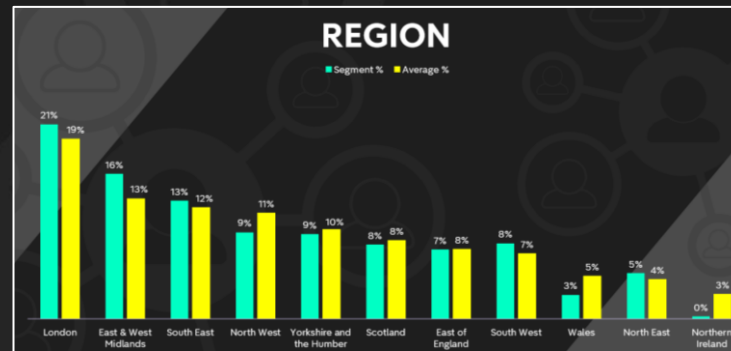
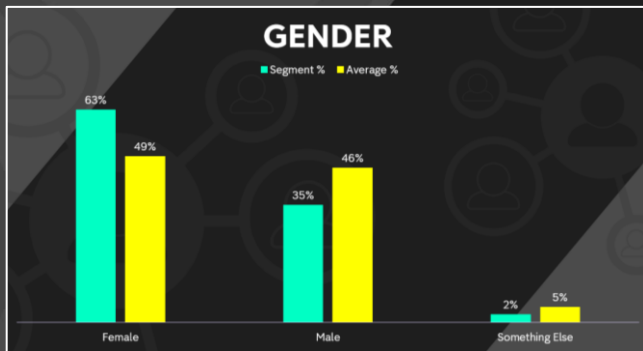
*Subject to availability

Direct Response
Campaigns

Attribution Test

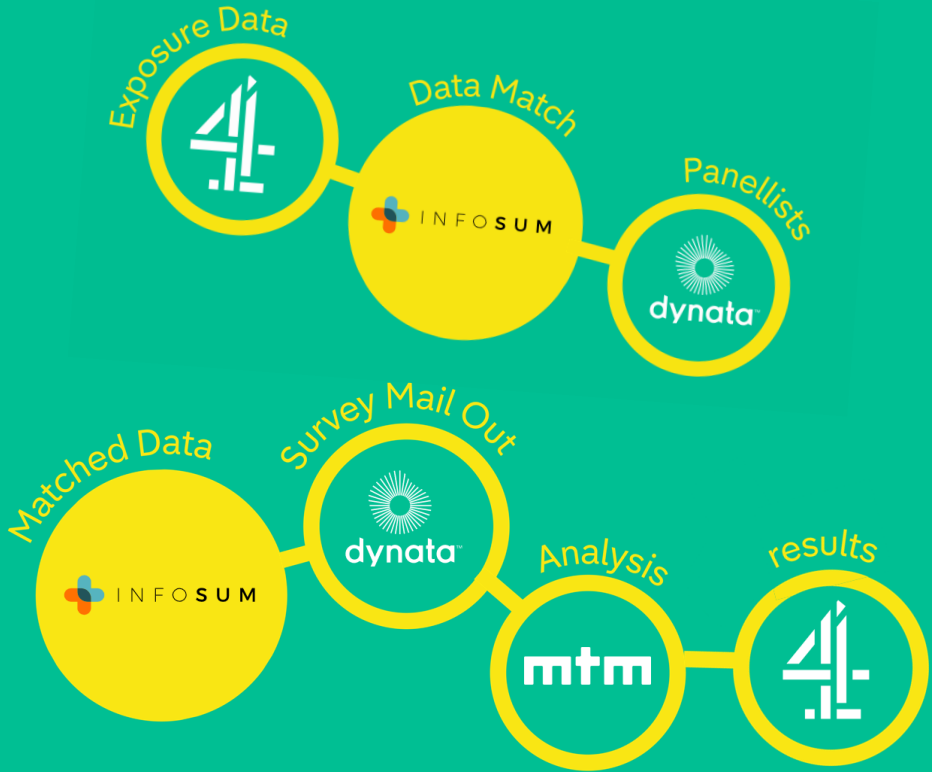
BRANDM4TCH AUDIENCE PROFILE

The BRANDM4TCH Audience Profile report allows us to report back on the way that a matched audience views All 4 content index vs the average All 4 user. This understanding can be used to inform future campaigns across All 4 and beyond.



EFFECTIVENESS STUDY 1

METHODOLOGY



METRICS

EXPOSED
audience
performance

VS

BROAD
audience
performance

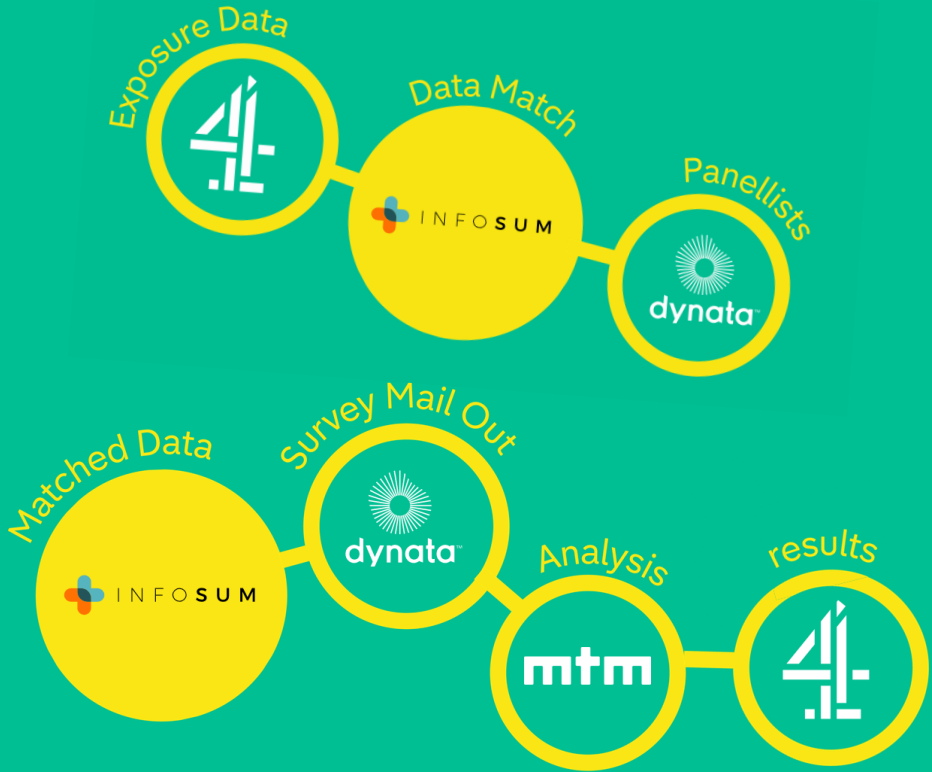
Effectiveness Metrics

- Brand Awareness
- Ad Awareness
- Consideration
- Brand Perception
- Media Attribution
- Creative Evaluation
- Bespoke Question



EFFECTIVENESS STUDY 2

METHODOLOGY



METRICS

EXPOSED
audience performance

VS

NON-EXPOSED
audience performance

Effectiveness Metrics

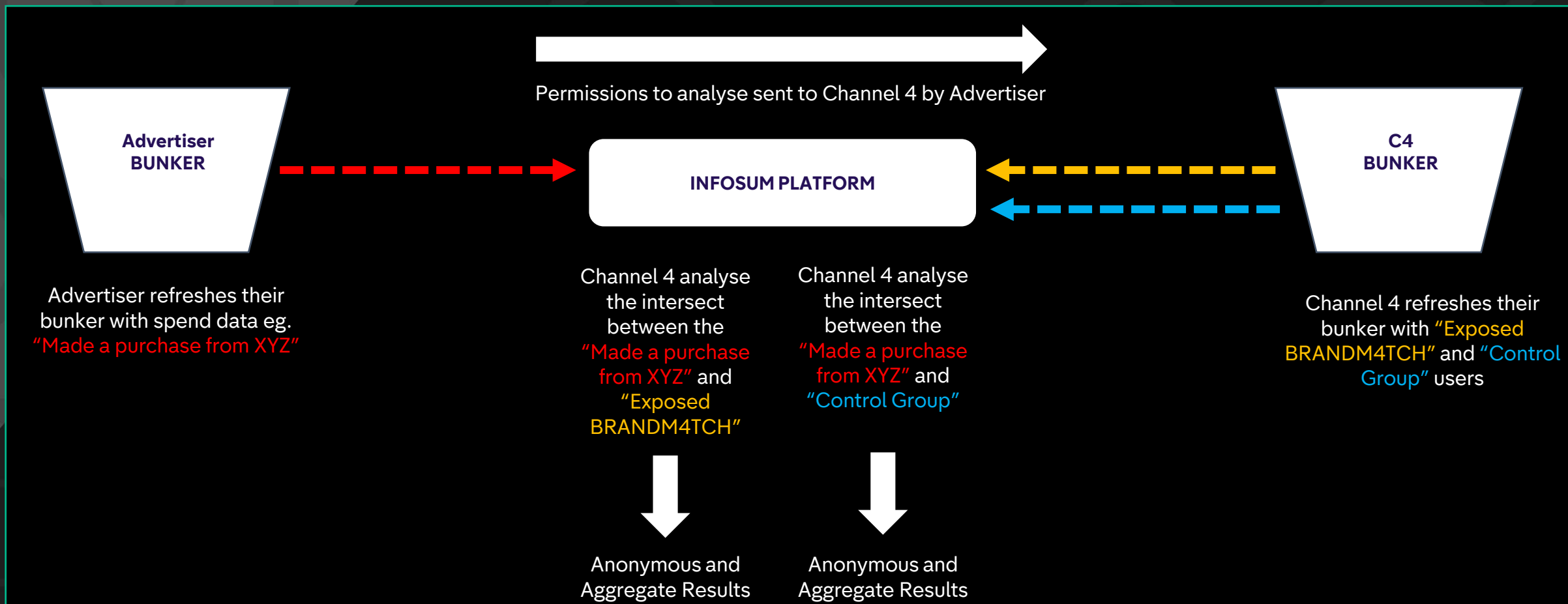
- Brand Awareness
- Ad Awareness
- Consideration
- Brand Perception
- Media Attribution
- Creative Evaluation
- Bespoke Question



ATTRIBUTION TEST

Suitable for Direct Response Campaigns

5% of BRANDM4TCH users will be randomly selected by C4 as a control group and will not be shown the BM campaign



ATTRIBUTION TEST REQUIREMENTS

- A control group used will be 5% of the total BRANDM4TCH audience selected at random by C4
- Campaigns should not run for less than 1 month
- Campaigns must be focused around driving action – not awareness/branding
- Campaigns should have a clear call to action within the creative
- Campaigns must deliver at least 50k in media spend to the BRANDM4TCH audience
- We will need to allow 30 days after the end of the campaign before we are able to measure uplift (may vary by product)
- Minimum email volume to be used by the advertiser to create the BRANDM4TCH audience is 500k
- The minimum modelling to be added to a campaign where we will run an incrementality test is 15%
- The advertiser must upload all of their purchase data to the bunker at the end of the campaign
- Campaigns need to be delivered across all of the All 4 platforms