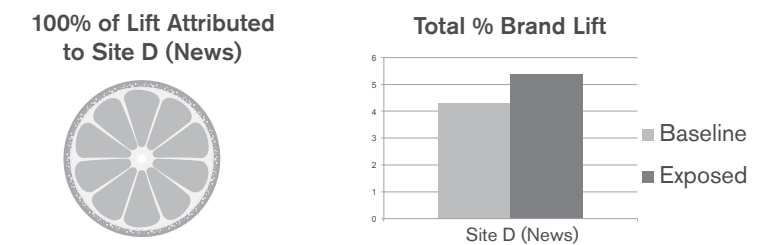


A refreshingly smart way to attribute brand advertising effectiveness.

Older methods of measuring brand lift give 100% attribution to Site D (News), based solely on her last ad exposure before taking the survey.



Sally's Total Online Brand Experience (Illustrative Case Study)

All the exposures PRIOR to that last ad on the News site are IGNORED.

NOT Smart!

Exposures AFTER the survey is taken are NOT accounted for.



Sally has 8 exposures to Ojay! brand campaign ads in various environments on her path across the Internet.

Q: Which orange juice brand makes you happy?

“Sally”
Sample Survey Respondent



“Ojay!” Juice
Brand Campaign

comScore Smart Lift Attribution

The AdEffx™ smarter model gives you the right impression.

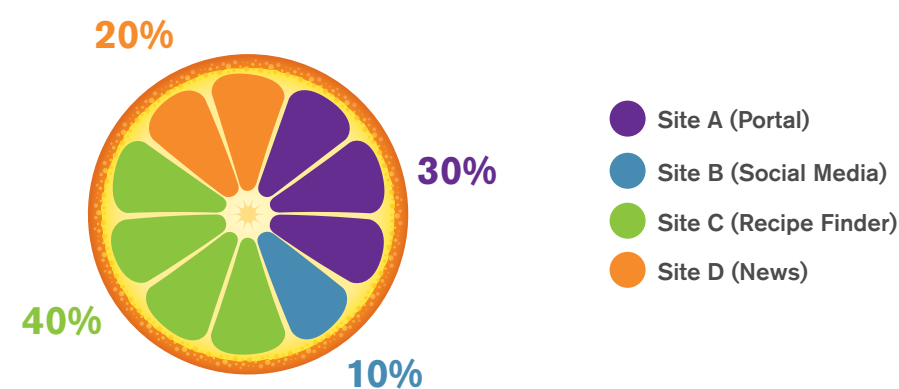


comScore Campaign Essentials calibrates the delivery to ensure the results represent who saw the campaign, and not just who took the survey.

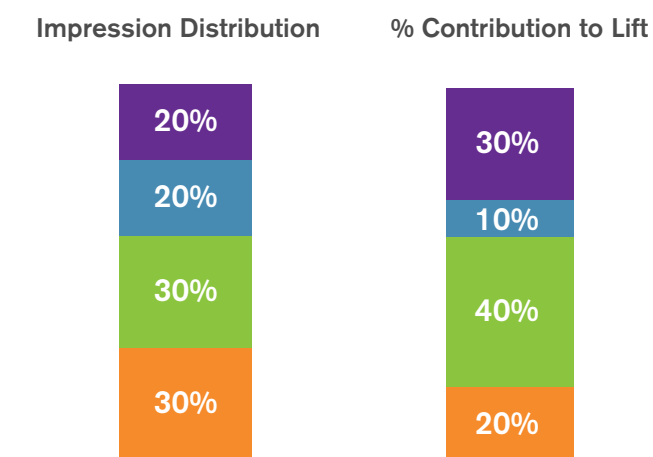
All impressions before and after the survey contribute to the total lift.

Compare the actual impression distribution with the actual contribution to the lift to see how effective the impressions are for a given publisher.

% of Lift Generated by Each Site



Distribution vs. Contribution



Actionable Attribution Analysis

Site	Percent of Lift Contribution	Percent of Impressions Distribution	Lift per Impression Index	CPM	Lift per CPM	Actionable Insight
A	30%	20%	150	\$3	50	Best bang for your buck! Low cost and strong results.
B	10%	20%	50	\$8	6	Worst Performer. Barely helps lifts and overpriced.
C	40%	30%	133	\$5	27	Strong performance with high impression distribution.
D	20%	30%	67	\$5	13	At sameimps and CPM, is only half as good as Site C.

Before the Smart Lift Attribution Model, it was thought that the last ad seen directly before the survey generated all the lift. Now we know how all the parts contribute. comScore can uniquely provide a brand contribution model because of the comScore panel.

ADEFFX CAN HELP YOU BE SMARTER about brand attribution and advertising effectiveness. LEARN MORE at www.comscore.com/SMART.