

MEASURING SUCCESS OF BRANDED CONTENT



CONTENT & CONTEXT METRICS

BRAND LIFT METRICS

ENGAGEMENT MEASURES

OTHER DIGITAL KPIs

MACHINE LEARNING & SEMANTIC ENRICHMENT



(proprietary metrics - coming up soon)

WEB & SOCIAL ANALYTICS

Social interactions (likes, shares, comments) & followers
 Total interactions (clicks, hovers, taps, swipes)
 Interaction rate & time
 Video plays, starts, stops, pauses
 Video completion rate
 Scroll depth
 Information searches

Impressions
 Views
 Bounce rate
 etc.

CONSUMER RESEARCH

(surveys, neuroscience, eye-tracking)

Campaign awareness
 Message recall & change
 Attribute recall & change
 Attribute association & change

Brand awareness / familiarity
 Purchase intent
 Brand consideration
 Brand perception
 Brand favorability
 Brand loyalty

Emotional reactions (physiological response)
 Gaze time
 Gaze rate