



***Survata***

**Niche In-app Brand  
Measurement**

# CASE STUDY

## Niche In-app Brand Measurement



### OBJECTIVE

The major mobile platform needed to measure niche, in-app audiences for a CPG's brand awareness campaign, which traditional measurement partners struggled to measure.



### APPROACH

Survata's Brand Campaign Measurement collected a large randomized sample of exposed consumers. This generated statistically significant data across KPIs and target audiences.



### RESULT

Using Survata's data, the platform was able to validate the efficacy of their ad campaigns, which motivated the advertiser to increase their campaign spend.

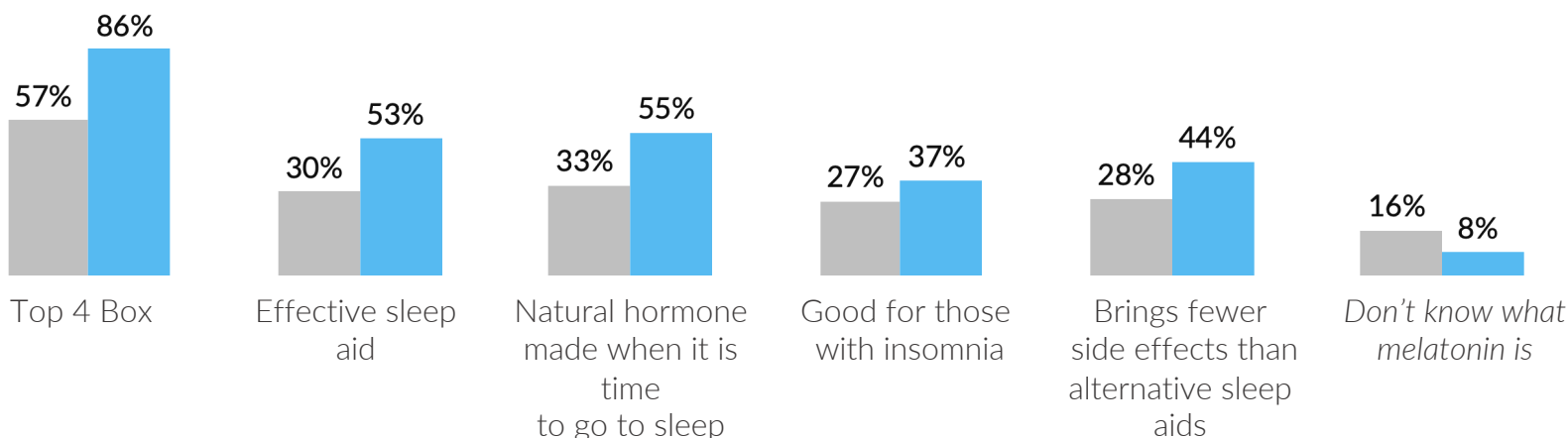
## THE MEASUREMENT CHALLENGE

It is particularly challenging for platforms to find measurement partners that can obtain statistically significant data on niche target audiences. This problem is more acute for mobile platforms whose audiences are almost 100% in-app. For brand campaigns, hitting primary KPIs often requires high-quality engagements, which further decreases impression count and sample size. For these reasons, it is often difficult to obtain brand performance reads on small volume mobile campaigns. With a need to show the advertiser's true cross-KPI performance, getting brand measurement reads on these campaigns are critical.

## SURVATA SOLUTION

With Survata's Brand Campaign Measurement product, the mobile platform was able to validate the efficacy of their campaign strategy to their advertiser. The platform had a CPG advertiser looking to drive awareness of their flagship sleep-aid product. The advertiser worked with the mobile platform to produce a highly customized campaign with two main objectives: 1. drive product awareness and 2. educate users on the benefits of melatonin - a key all-natural ingredient in the product.

### DAILY DAIRY FOOD CONSUMERS CONTROL & EXPOSED



# HOW EACH GROUP BENEFITED

## ADVERTISER

The CPG advertiser benefited from the key insights derived from Survata's Brand Campaign Measurement product. The granular performance data of the niche mobile campaign, enabled the advertiser to optimize advertisement placements and budget allocations. Furthermore, they deployed these insights for future planning within and outside of activations.

## MOBILE PLATFORM

The ability to provide accurate measurement for niche campaigns, enabled the mobile platform to prove that the efficacy of their media tactics and strategy worked as intended. As a result of proving their strong performance, the mobile platform won more ad dollars from the advertiser, securing an annual 7 figure partnership.

**11x**

exposed consumers measured

**18%**

increase in awareness

**7%**

increase in purchase intent

**\$1MM+**

Advertising Contract Secured

## OUTCOME

Survata collected a robust sample of exposed consumers that was **11x greater** than the platform's legacy partners. The sample size was large enough to enable the mobile platform to not only track lifts across all key metrics, but to also examine lifts among different targeted audiences, such as consumers with optimal and suboptimal sleep patterns. Across the board, the campaign saw great performance:

- 18% increase in awareness
- 11% increase in consideration
- 7% increase in purchase intent

With this trove of additional data on top of the platform's engagement, conversion and delivery metrics, they were able to show the advertiser a more holistic view of campaign performance and set up that advertiser for better future performance.

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