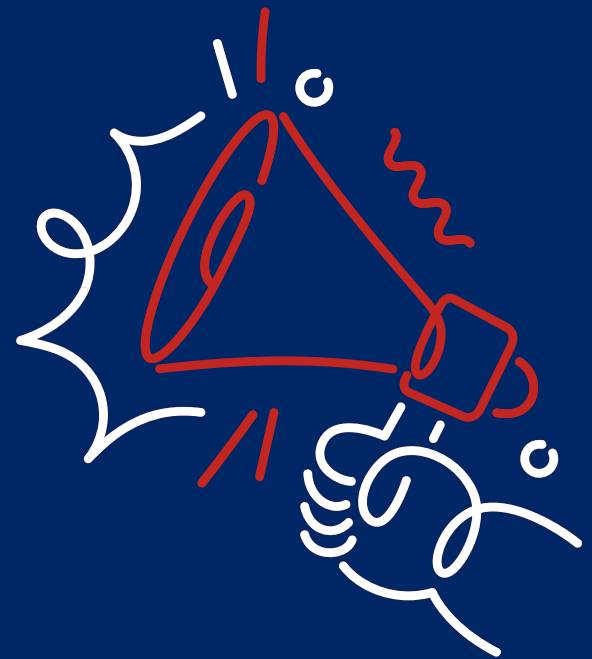


Brand Lift Studies

Measure message lift on campaigns run through Cross Screen Media



What's included?

Pre & post-flight surveys to measure how the audience's opinion has shifted over the course of the campaign.

- Guaranteed survey responses with robust sample (not add-on display banners)
- Available with control group or no control group
- 15 total questions
- 5 custom questions from you
- Responses matched back to the voter file for crosstabs

Types of Questions

- **Preset**
 - **Demographics (10)** - *What age range do you fall in?*
- **Custom**
 - **Environment (4)** - *When was the last time you attended an event at Nissan Stadium?*
 - **Issue (1)** - *Do you support or oppose the Nashville City Council using tax-payer funds to renovate Nissan Stadium for the Tennessee Titans?*

Who is this for?

- Public affairs or political advertisers
- Who already have creative finalized
- Will target a 1st party or Cross Screen Media audience
- Want to measure how the target audience's opinion on an issue has changed during the flight

Requirements?

- Audience Size: 160,000+
- Minimum Budget: \$200,000
- Flight Duration: 2-4 weeks
- Frequency: 1,000 - 1,500 TRPs

Survey Timeline

- Pre-flight survey: 3 days
- Ad Campaign: 14 - 28 days
- Post-flight survey: 3 days