

Measure your ad's impact with Brand Lift

Accurately measure your campaign's ability to drive the metrics that matter most for your brand.

Facebook's measurement solutions are focused on helping you understand the metrics that drive real business results — such as brand awareness and ad recall — instead of proxy measurements which don't directly align with your goals, such as clicks. We offer a variety of Brand Lift solutions that allow you to see how the ads you're running are resonating with your audience.

You can use Brand Lift to:

- Understand how well your campaign resonates with your audience
- See how your campaign performs vs. norms for campaigns in your vertical and your region
- See the demographic breakdowns (age, gender, TV viewership groups and video view durations) that drive the highest lift
- Determine if your campaign is working and where adjustments can be made (targeting, creative, etc.)
- See how your creative performs in driving lift

HOW IT WORKS:

- 1 Facebook Brand Lift uses experimental design, enabling you to measure the impact of your advertising on brand awareness by randomizing your audience into test and control groups with similar characteristics. The test group contains people eligible to see your ads, and the control group contains people who won't see your ads.
- 2 Your ads are displayed in Facebook's News Feed and/or on Instagram's mobile feed.
- 3 Polls are delivered throughout the campaign to both groups on Facebook and Instagram.
- 4 Poll responses are compared from people who saw your ads against responses from people who didn't to give you a clear picture of campaign effectiveness.

5 You can run polls in two ways:

- **Facebook Brand Lift:** This polling option is available directly from Facebook and provides brand lift measurement for campaigns across Facebook and Instagram. Contact your Facebook account representative to setup your brand lift study.
- **Brand Lift through a partner:** We've partnered with Nielsen and Millward Brown to give you results interpreted by an independent measurement partner.

[Learn more about Brand Lift on the Help Center.](#)

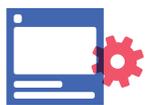
Options available for Brand Lift

We offer a variety of measurement solutions to suit different advertiser needs such as level of service and reporting required. All solutions use the same underlying polling methodology.

	Number of poll questions possible	Compatible ad formats	Minimums (US-only*)
	3	Image, Video, Slideshow, Carousel, Canvas	Reach 5mm, impressions 20mm, spend \$175k
	3		Reach 30mm, impressions 40mm, spend \$350k
	5		Reach 10mm, impressions 40mm, spend \$500k

*Minimum impressions are from Jan 2016 and they vary by country. Please consult your Facebook account representative for the most up-to-date information for your country.

Brand Lift best practices



SET-UP

- Test campaigns with messaging that's relevant to your target audience.
- Ensure sufficient lead time to set up the study



CREATIVE

- Make sure your campaign adheres to our creative best practices, including:
 - Use strong branding throughout
 - Make an impact in the first three seconds (video)
 - Ensure your questions are aligned with your campaign objective
- Ensure your ad works without sound



POLL QUESTIONS

- Choose questions from the top and middle of the sales funnel since these are more likely to produce significant results.
- Ensure your questions are relevant to the creative and mirror the key messages.