

Brand Lift Insights Study :

Does Branding Lead To Bottom Funnel Success?

mCanvas interactive ads deliver

8X higher purchase intent

over global delta norms



mCanvas
mobile branding at scale

x

KANTAR

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01. why do you need this report?

does branding lead to **bottom funnel success?**

Brands today face the very real, very tough challenge, of being **unable to capture (and maintain) their audience's focus, due to limited attention spans.**

viewability is not the same as attention



viewability

is how the ad is loaded on the screen to the viewer
(device driven)

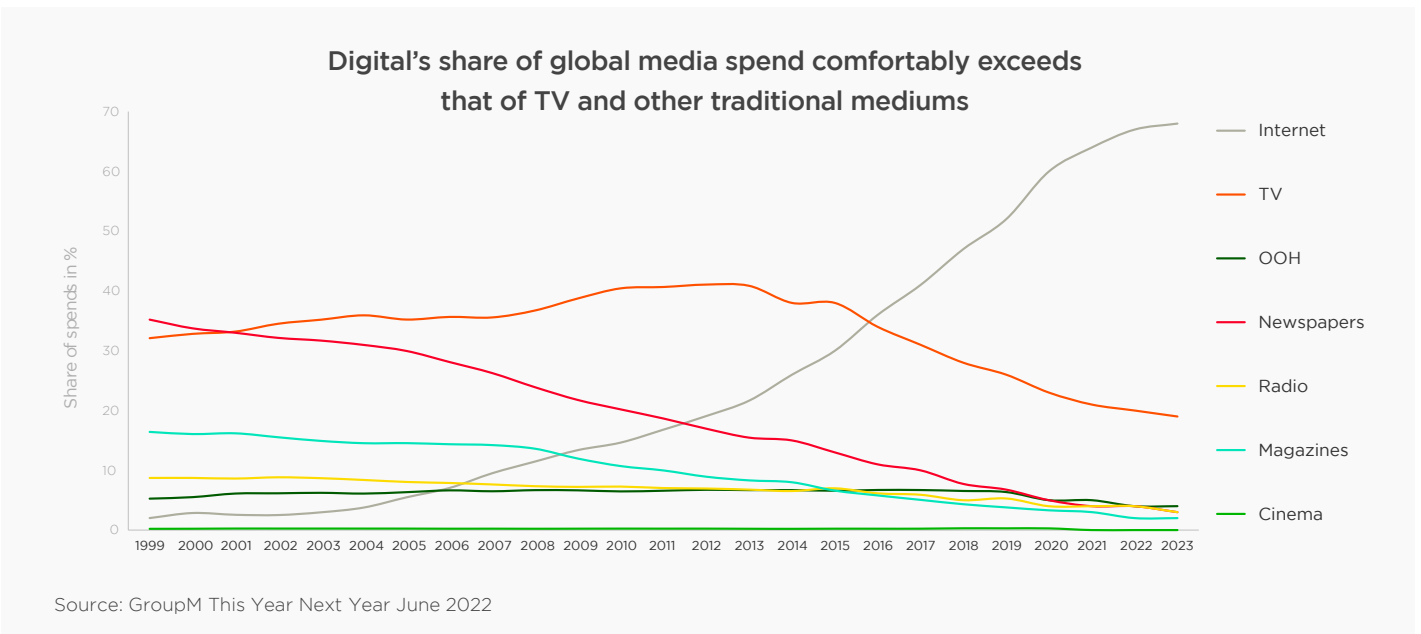


attention

is how the viewer respond to the ad presented on the screen
(human driven)

Users are exposed to anything between **6,000 to 10,000 ads daily** - too much for the human brain to process. Considering viewability \neq attention, most wrongly targeted ads are either **ignored or forgotten.**

(source: lunio.ai)



Global consumer mobile spends has passed the **\$100BN** threshold this year, with **Q3 of 2023 alone recording \$33.6BN*** - a **3.7% y-o-y increase**

(source: data.ai latest report, WARC)

With the increase in internet today, consumers are harder to reach, attention spans are dropping, multi-device usage is growing, leading to reduced engagement on ad creatives.

Bringing us back to the BIG QUESTION:

**can interactive
ad creatives
help propel
bottom funnel
success?**

Yes, It Can!

02. report highlights

The Kantar brand lift insights **study of 42 mCanvas campaigns across multiple categories** sheds light on the factors contributing to success of its key metrics.

a)

mCanvas delivers between **2X to 8X increase** across multiple KPIs compared to global delta norms.

b)

Comparison of 3 years' data (2021-2023) shows **substantial increases in consumer engagement** across key metrics over time.

c)

Across verticals, mCanvas interactive ads have shown **double digit uplift** across awareness, favorability and purchase consideration.

d)

mCanvas ads have resonated the most with female audiences and the 31+ age-group, **displaying up to 3X brand lifts.**

mCanvas' interactive ads
are effective in driving
**high impact on
brand performance**



03. methodology

BLI: database

— Kantar measured

42 campaigns

between 2021-2023

across various verticals for the BLI study

Kantar has successfully measured **42** campaigns across various verticals for mCanvas between **2021 - 2023** using BLI methodology

16
E-commerce

5
Personal care

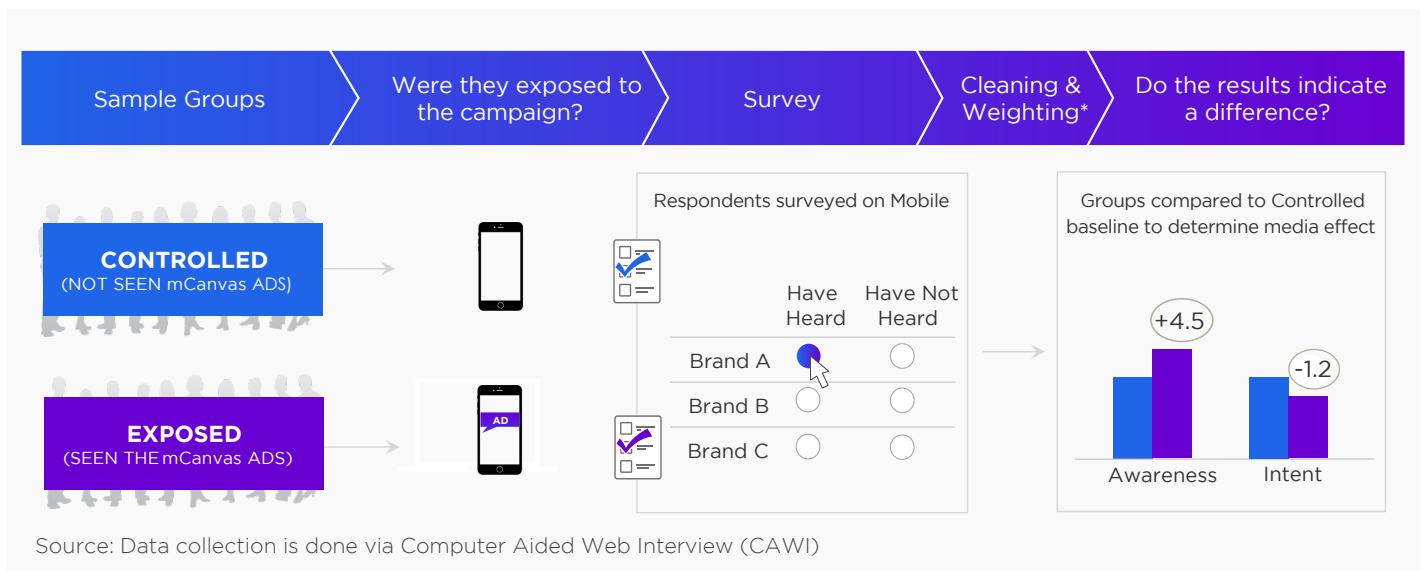
6
Entertainment

4
Pharma

12
Others
(Technology, Home improvement, Apparel, automotive, Beverage, etc.)

BLI: research methodology

BLI deployed Kantar’s proprietary technology that was integrated into mCanvas’ digital ad campaigns that **probed brand parameters among controlled and exposed audience sets.**



The observed differences between the two sets were then reported, to **decipher the impact of campaigns based on specific brand parameters**

The BLI report quantifies how mCanvas is helping brands to **deliver on mind measures through interactive mobile advertising**

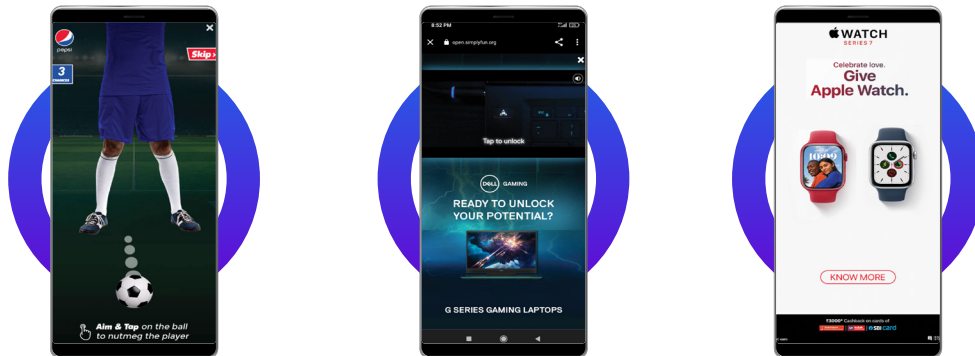
04. the mCanvas impact

The BLI study conducted on mCanvas' ad campaigns (2021 - 2023) shows **significant improvements across multiple KPIs**, when compared to overall delta norms.

	Kantar Global Overall Delta Norms	mCanvas Delta Scores	
aided awareness	3%	14%	↑ 4.6X
online ad awareness	6%	14%	↑ 2.3X
message association	3%	10%	↑ 3.3X
brand favorability	2%	16%	↑ 8X
purchase intent	2%	16%	↑ 8X

Source : Kantar BLI studies for mCanvas 2021 - 2023 campaigns (#42), Kantar Market Norms: India - overall (#717)

mCanvas has delivered **double digit uplifts** across all key metrics



Compared to industry benchmarks, mCanvas has delivered

8X higher impact on purchase intent
over global delta norms

05. Y-O-Y comparison

In a year on year comparison from **2021 to 2023**, mobile advertising through mCanvas **gained higher brand uplift across key metrics**

Year on Year comparison

	2021	2022	2023	
aided awareness	9%	14%	22%	↑ 2.4X
online ad awareness	8%	18%	19%	↑ 2.3X
message association	7%	13%	13%	↑ 1.8X
brand favourability	9%	18%	24%	↑ 2.6X
purchase intent	10%	18%	23%	↑ 2.3X

Source : Kantar BLI studies for mCanvas 2021 2023 campaigns (#42); mCanvas 2021 campaigns (#16); mCanvas 2022 campaigns (#17); mCanvas 2023 campaigns (#9)

The y-o-y BLI study reveals remarkable growth across various key metrics, showcasing **substantial increases in consumer engagement** for mCanvas campaigns.

The study highlights a strong


correlation between the deployment of mCanvas' campaigns and heightened customer interest + intent,

emphasizing our capacity to drive meaningful and impactful brand experiences that resonate with the audience.

06. impact across categories

E-commerce

Compared to the norms in the e-commerce category, mCanvas campaigns have shown **higher uplift across brand KPIs**

	Kantar BLI Delta Norms for E-commerce	mCanvas E-commerce Campaigns
aided awareness	6%	10%
online ad awareness	14%	17%
message association	6%	11%
brand favorability	15%	20%
purchase intent	7%	20% 

Source : Kantar BLI studies for mCanvas 2021 2023, E-commerce campaigns (#16); Kantar BLI studies database, E-commerce (#71)


14 of the 16 e-comm brand ads included the brand logo on all frames of the creative, with a **simple, clear and direct message** to drive action by users.

2.9X purchase consideration

06. impact across categories

Entertainment

Across the **6 entertainment campaigns** have proved most effective in **driving purchase intent for brands** with **double digit shifts** observed across brand KPIs

	Kantar BLI Delta Norms for Entertainment/Music	mCanvas Entertainment Campaigns
aided awareness	5%	10%
online ad awareness	12%	11%
message association	11%	10%
brand favorability	7%	12%
purchase intent	4%	11% 

Source : Source : Kantar BLI studies for mCanvas 2021 2023, App/OTT campaigns (#6); Kantar BLI studies database, Entertainment/Music (#34)


2X aided awareness
1.7X brand favorability
2.8X purchase intent

Entertainment brands were consistently featured within our **ad creatives in leading roles.**

06. impact across categories

Personal care

5 mobile ads for personal care and beauty brands featured **simple, clear and direct messaging**

	Kantar BLI Delta Norms for Personal Care	mCanvas Personal Care Campaigns
aided awareness	8%	9%
online ad awareness	11%	19%
message association	11%	21% 
brand favorability	13%	11%
purchase intent	10%	12%

Source : Kantar BLI studies for mCanvas 2021 2023, Personal Care campaigns (#5); Kantar BLI studies database, Personal Care (#79)


In the personal care category, mCanvas has been highly effective in **amplifying user interest and engagement.**

1.9X message association
1.7X online ad awareness

06. impact across categories

Pharma

4 ad campaigns for the pharmaceutical category have shown **increased uplifts** compared to Kantar delta norms

	Kantar BLI Delta Norms for Pharma	mCanvas Pharma Campaigns
aided awareness	9%	11%
online ad awareness	10%	11%
message association	6%	6%
brand favorability	8%	10%
purchase intent	8%	11% 

Source : Kantar BLI studies for mCanvas 2021 2023, Pharma campaigns (#4); Kantar BLI studies database, Pharma (#13)


1.4X purchase intent

Our pharma campaigns **have sparked interest and inspired action** among respondents.

06. impact across categories

Others

7 out of 12 brands in other categories focused on the viewer, prominently featuring the brand on all frames to effectively **drive top & bottom funnel metrics**

	Kantar BLI Overall Delta Norms for Others	mCanvas *Other Campaigns
aided awareness	8%	14%
online ad awareness	11%	12%
message association	9%	6%
brand favorability	11%	17%
purchase intent	8%	16% 

Source : Kantar BLI studies for mCanvas 2021 2023, *Other campaigns include: Technology, Home improvement, Apparel, automotive, Beverage, etc (#12) Kantar Market Norms: India Overall (#717)

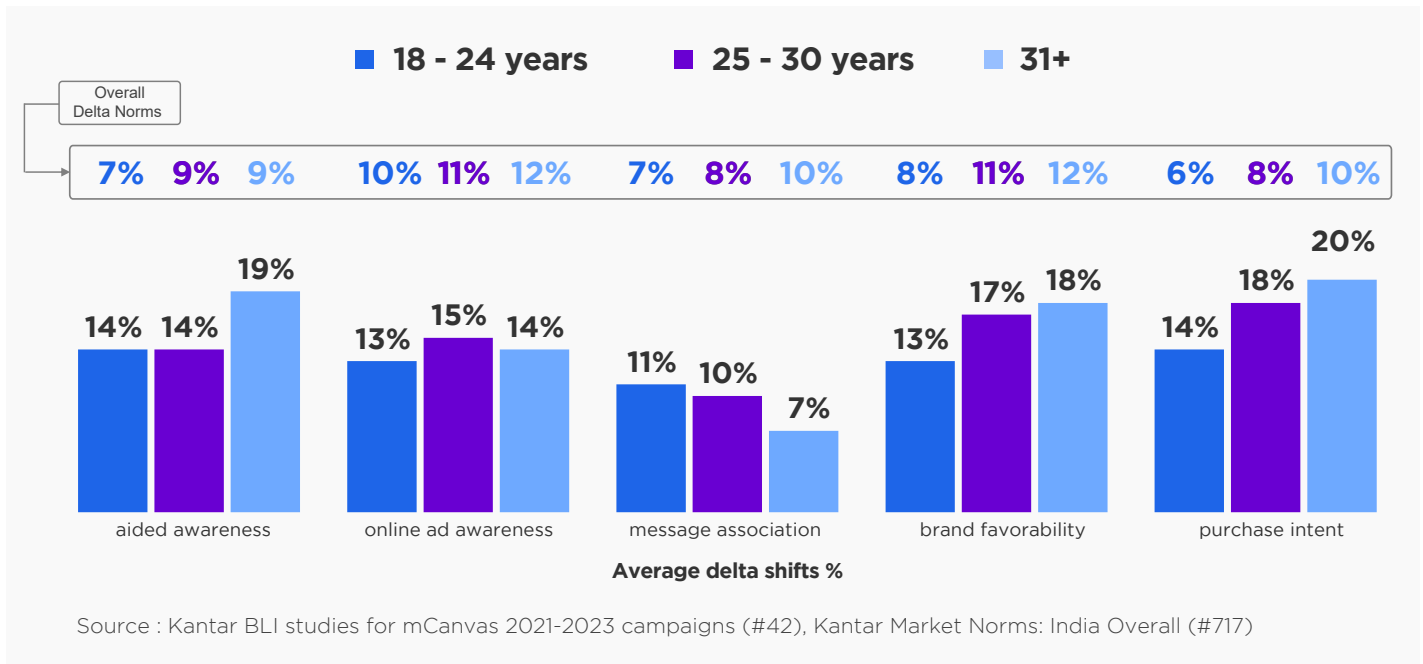
Campaigns across various other categories such as **technology, automotive, home improvement apparel & beverages** have inspired high interaction.

1.8X aided awareness
1.5X brand favorability
2X purchase intent

07. impact across demographics

Age

For most brand KPIs, when compared to delta norms, mCanvas delivers **higher brand lifts across age groups.**



mCanvas ad creatives resonated most with the **31+ targeted age-group**, who have **higher spending power**, garnering a higher response.

The **millennial audience** has shown significant delta shifts, with

2.1X aided awareness from **9% norms to 19%** achieved, and a **2X** purchase intent from **10% standard to 20%** reached

Another noteworthy shift: the **25-30 age-group** displayed

1.7X brand favorability & **2.2X** purchase consideration over delta norms,

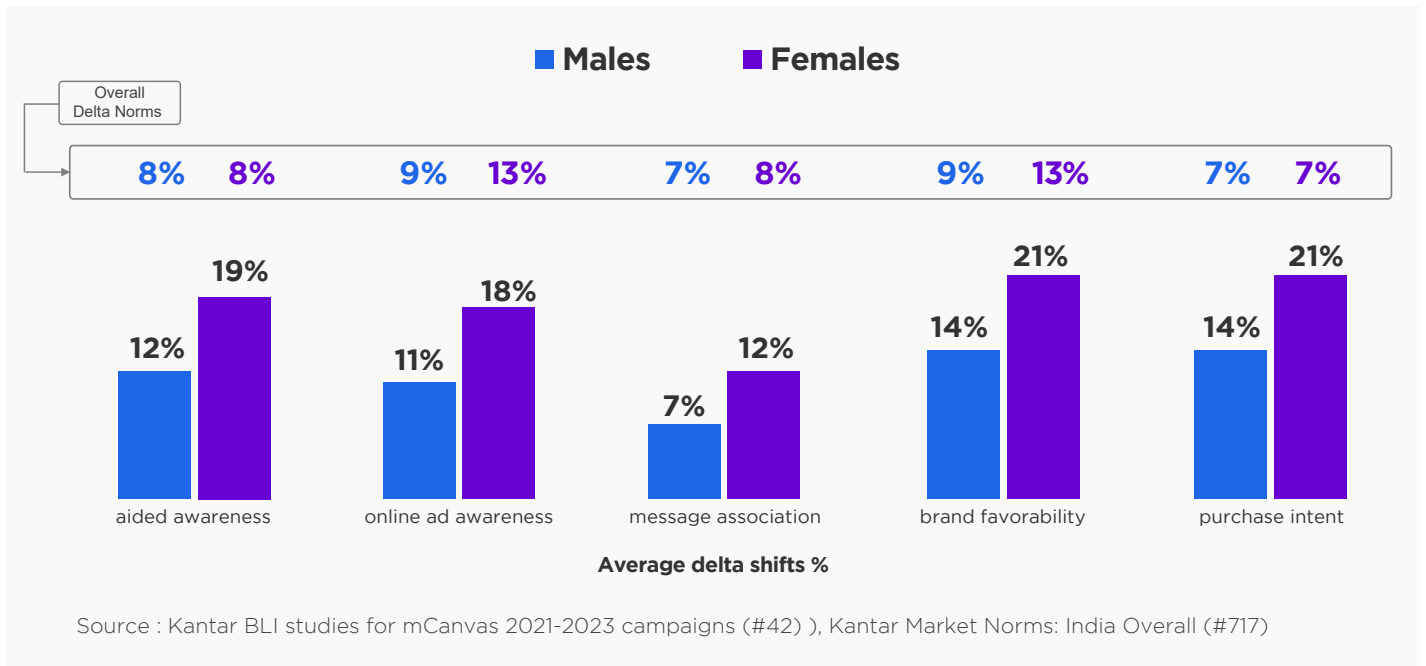
whereas the **18-24 (GenZ) users**, registered

1.6X higher message association above standards

07. impact across demographics

Gender

Similar trends can be observed among both males & females, **favouring the female audiences.**



It's clear that the **female audience** exposed to mCanvas ads have **higher decision-making and spending power**, with delta shifts soaring over the male user base.

Compared to standard delta norms, the delta norms for female audience are clear across the board:

- 2.3X** rise on aided awareness,
- 1.5X** uptick for message association,
- 1.6X** surge of brand favorability, and
- 3X** higher purchase intent from 7% to 21%

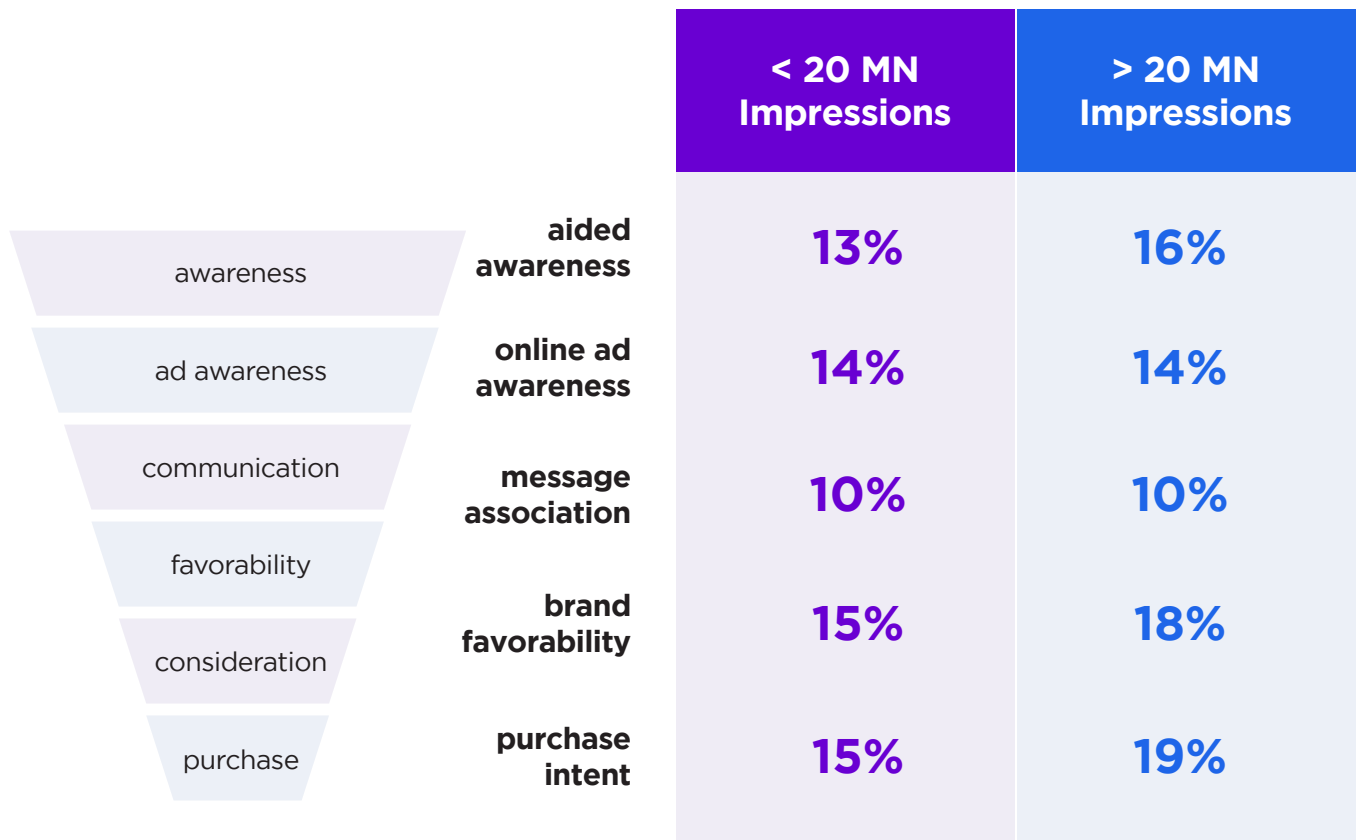


As outlined above, brand uplift is most significant among the **female audiences and in the 31+ age-group**, highlighting considerable rise in **brand recognition, messaging resonance, consumer sentiment, and purchase intent.**

08. media analysis

Impressions

Ads with higher than 20MN impressions received **uplift in awareness, favourability and purchase intent.**



Source : Kantar BLI studies for mCanvas 2021 2023 (#42)

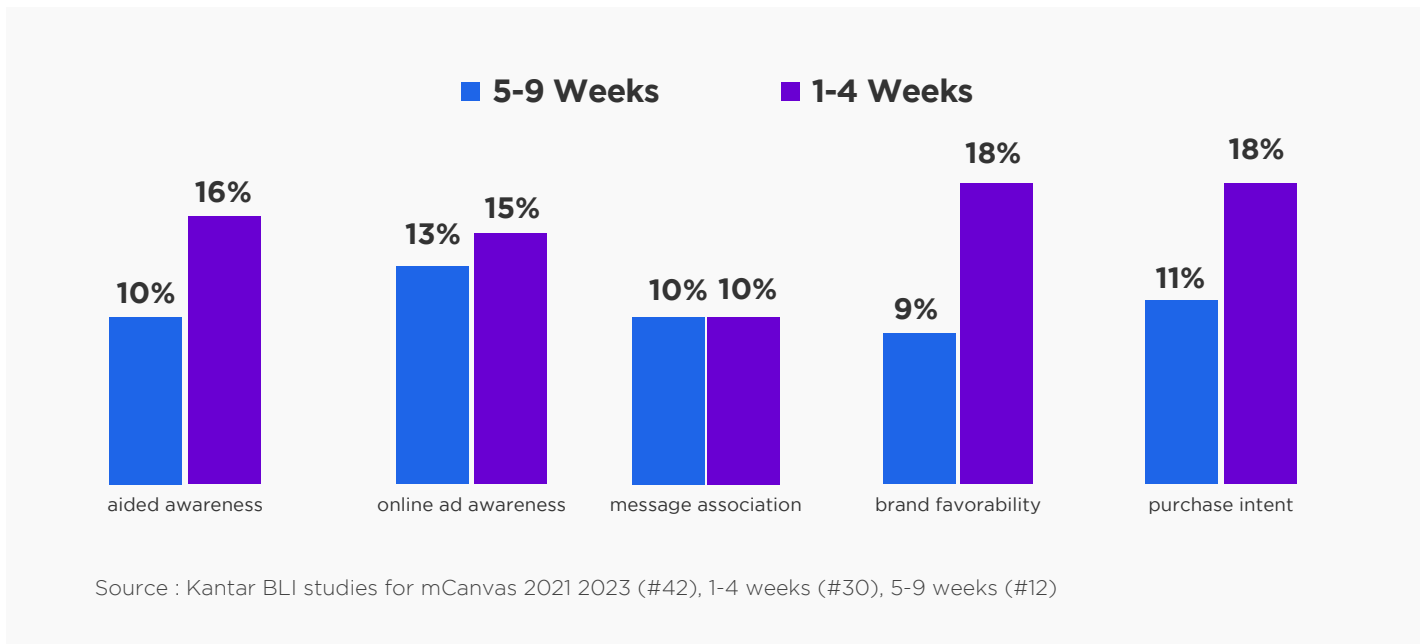
With higher number of impressions, mCanvas interactive ads accomplish **uplift across top and bottom funnel.**

1.2X aided awareness & brand favorability
1.3X purchase intent

08. media analysis

Frequency

Ads that ran for **shorter durations (1-4 weeks)** drive the brand's key metrics, proving that shorter campaigns work better with the audience.



Newer Brands

mCanvas drives **higher impact among consumers of newer brands** (i.e. less than 2 years in their industry)

New brand campaigns have achieved

1.4X stronger message association
1.12X higher brand favorability

	Established	New
message association	10%	14%
purchase intent	16%	18%

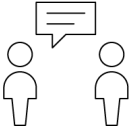
Source : Kantar BLI studies for mCanvas 2021 2023 (#42)

09. mCanvas creative learnings



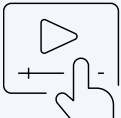
01 gave the brand a leading role with prominent feature in the ad

By strategically positioning the brand as the focal point within mCanvas mobile ads, we effectively **captured the audience's attention, fostering a stronger brand recall and recognition.**



02 defined short, focused and clear messaging

Through concise, targeted, and unambiguous messaging within the ad content, we ensured that the **core brand proposition was communicated effectively, allowing for better comprehension and retention** among the audience.



03 carefully crafted the length of the ad creative

By meticulously striking the right balance in the ad's duration, we **maximized user engagement levels, ensuring that the content was sufficiently informative** without overwhelming the audience.



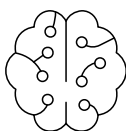
04 established a human presence

Incorporating relatable and authentic human elements within the ad creative, our ads established a **genuine emotional connection with the audience, fostering a sense of trust and empathy** towards the brand.



05 made a lasting impression

Incorporating relatable and authentic human elements within the ad creative, our ads established a **genuine emotional connection with the audience, fostering a sense of trust and empathy** towards the brand.



06 sparked interest

Through innovative and captivating storytelling, we piqued user interest through intriguing narratives, visuals, or interactions, encouraging them to **explore and engage with the ad, which fostered a heightened desire to learn more about the brands' offerings.**



07 inspired action

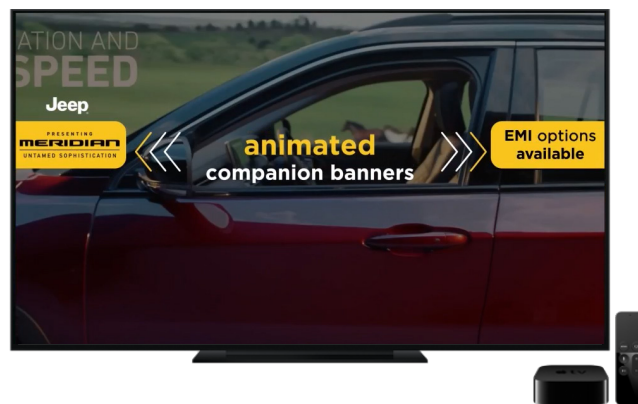
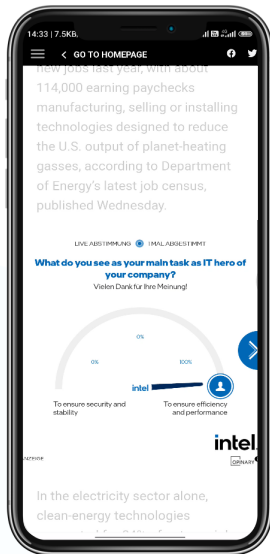
By seamlessly integrating a persuasive call-to-action within our ads, we motivated the audience to take meaningful and purposeful actions, **leading to a significant increase in the overall conversion and purchase intent, to drive tangible, bottom funnel results.**

10. what's next?

We're not just innovating on mobile screens anymore!

Learn more about our 2 new offerings:

Polls and CTV



01. Interactive ad creatives for an immersive and seamless user experience.
02. Our ad creatives are curated for brands within 48-72 hour turnaround time.
03. Higher campaign results above industry norms to build trust, recall and affinity with the brand.
04. Laser-focused targeting and innovative technology to enhance user engagement for high brand impact.

Create **'WOW'** moments for your brand!

Reach out to us at:
sales@mcanvas.com