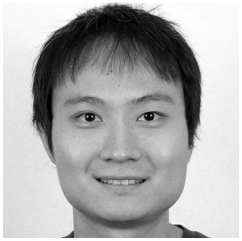
Case Studies & Best Practices



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Google's Brand Lift Based on Randomized Experiments

Aug 2019

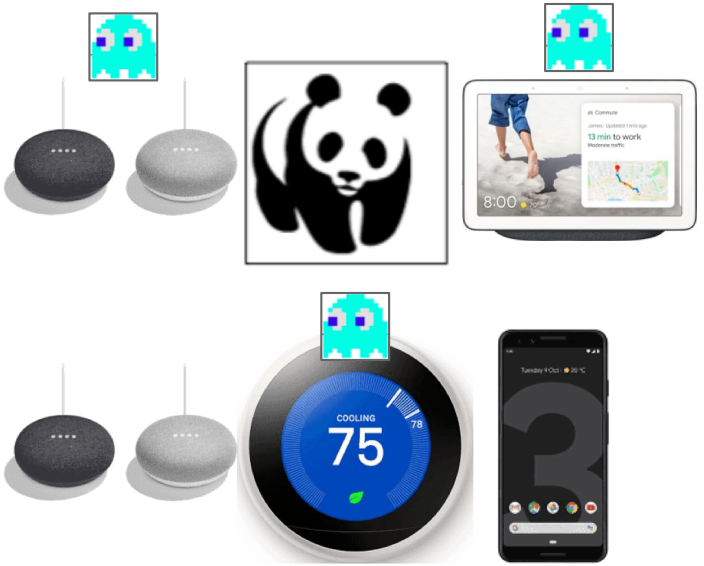
Google

Google Survey Lift

What we measure	Ad Recall Brand Awareness Consideration Favorability Purchase Intent
How we measure it	Surveys
Which types of questions do we help answer	Did the campaign change consumer attitudes? Which campaigns/ads are most effective?

Randomized experiments based on simulated auction

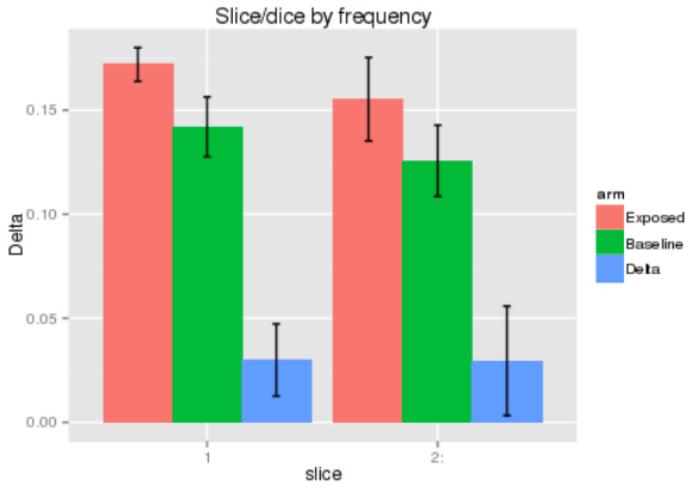
Treatment group



Control group with simulated auction

Google's scale allows for these capabilities

- Automated process
  - Survey setup
  - Experiment setup
  - Data processing
  - Statistical analysis
  - FrontEnd reporting
- Capability to run thousands of studies daily
  - Millions of impressions per study
  - Thousands of user responses (to guarantee power and slicing) / characteristics (GBs of data, extracted from huge logs)
- Automated meta analysis to understand driver of lift

Experiment in action: An example study

	Treatment	Baseline	Δ	SE	Conf. Interval
Raw(Treatment - Control)	0.169	0.136	0.033	0.011	(0.018, 0.048)
Corrected Respondents	0.169	0.139	0.030	0.012	(0.015, 0.045)
Extrapolate to Solicited	0.162	0.133	0.029	0.014	(0.011, 0.047)
Extrapolate to All	0.124	0.097	0.027	0.016	(0.007, 0.048)