DISQO | REPORT

BRAND LIFT & OUTCOMES LIFT

2025 Advertising Effectiveness Benchmarks

The only full-funnel, cross-platform normative benchmarks

Measuring what matters

Every ad campaign is an investment—one that should deliver measurable impact. But measuring effectiveness across platforms, channels, creative, and audience behaviors has never been more complex. That's where DISQO comes in.

Our Brand Lift and Outcomes Lift products provide advertisers with a single-source, deterministic approach to understanding ad impact across platforms. By integrating brand sentiment and real-world digital behaviors—including search, site visits, and e-commerce actions—DISQO offers a full-funnel and cross-platform view of campaign performance. Unlike traditional metrics that rely on siloed, self-reported data, our first-party, identity-based measurement eliminates blind spots, empowering brands to optimize with confidence.

This report is designed to help marketers contextualize their campaign results against industry norms. With insights spanning 17 key lift metrics across awareness, consideration, and conversion, advertisers can benchmark performance against competitors, refine their media strategies, and maximize ROI.

DISQO's H1 2025 ad effectiveness benchmarks include:

- Data from over 1650 campaigns from March 2021 through December 2024
- Seventeen total metrics, including top-funnel attitudes and bottom-funnel behaviors
- Four core business categories and 20 industries

DISQO

Why DISQO Brand Lift and Outcomes Lift benchmarks

Measure everywhere. Optimize with confidence.

Advertising success depends on understanding impact across every touchpoint. DISQO's Brand Lift and Outcomes Lift products provide a single-source, identity-based approach to measurement—capturing brand sentiment and digital behaviors across platforms, media partners, and in-market creative. Our deterministic, first-party data eliminates blind spots, giving advertisers a complete view of ad exposure, sentiment shifts, and behavioral outcomes across search, site visits, and online shopping activity.

See the full picture—from awareness to action.

With DISQO, go beyond surface-level metrics to uncover brand and behavioral impact. Our benchmarks cover 17 lift metrics, spanning brand awareness, favorability, and key consumer actions like site visits, search engagement, and e-commerce activity for brand, category, and competitors. By comparing exposed and control groups through experimental design, advertisers gain precise, data-driven insights into what's driving success and where to optimize.

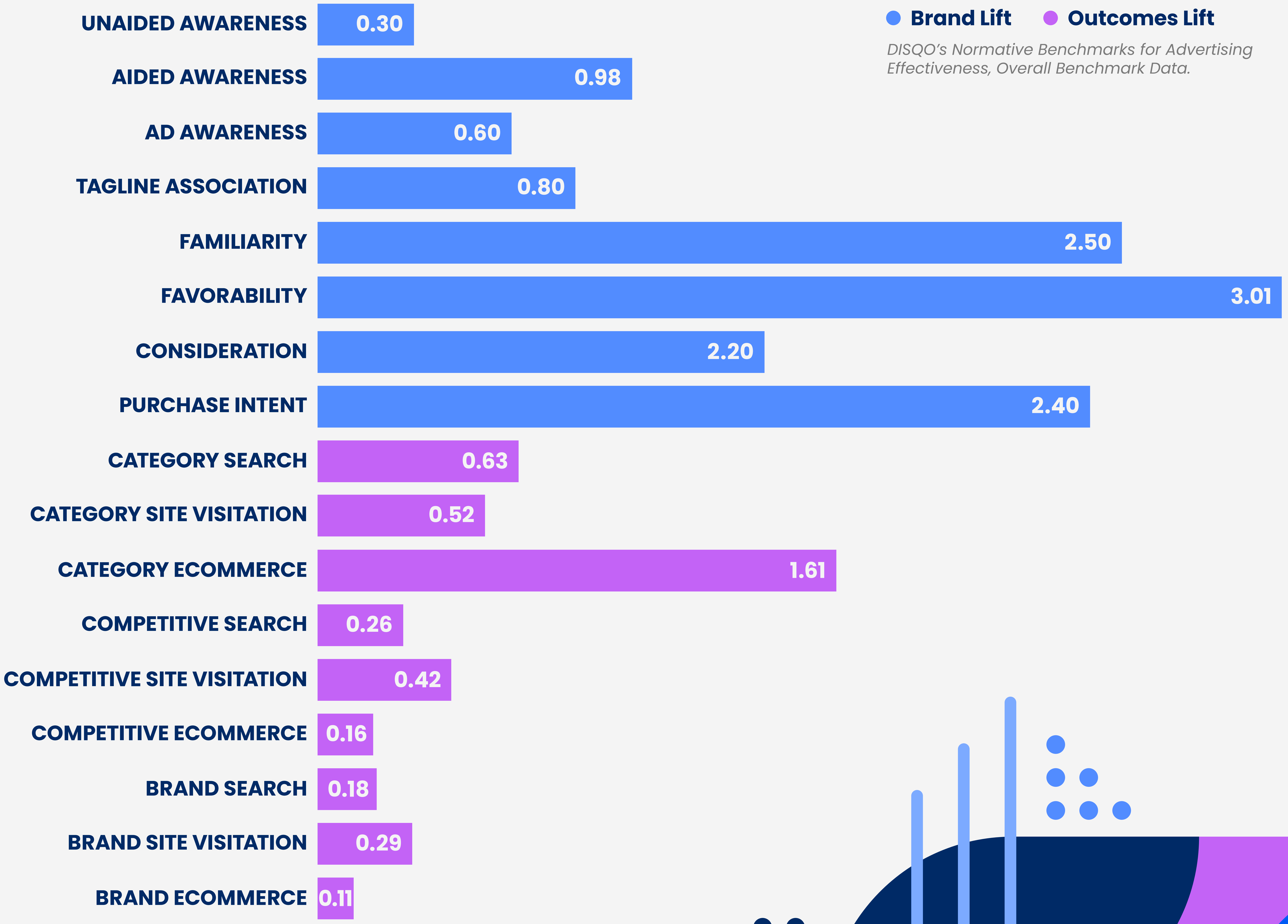
Expertise that powers your growth.

Behind every successful campaign is a team that knows how to maximize impact. DISQO's award-winning Customer Success team brings deep expertise in advertising measurement, helping brands turn insights into action. From strategic guidance to hands-on support, DISQO's experts partner with clients to understand needs and deliver results that inspire confidence, leading to long-term success.

Overall benchmarks

DISQO's normative benchmarks comprise campaigns utilizing our Brand Lift and Outcomes Lift products from March 2021 through December 2024. These benchmarks are displayed by metric and represent the median incremental point increase within each value observed for exposed (versus control) consumers.

For example, with brand favorability, exposed individuals showed an incremental 3.01-point increase in favorability for the campaign brand, compared to a matched unexposed audience who did not see ads from the campaign. As such, if a given brand typically receives ~60% favorability, advertisers should expect to see a lift of 3.01 points in this KPI, to ~63%.



DISQO's Normative Benchmarks for Advertising Effectiveness, Overall Benchmark Data.

Brand maturity benchmarks

Examining benchmarks by brand maturity demonstrates the role of brand awareness on down-funnel conversions. **New brands** see success in driving awareness, both for the brand and the creative. But, converting that awareness into loyalty only happens after a brand has gained traction.

Emerging brands do well in upper and mid-to-lower funnel benchmarks, but they still struggle to drive online behavior. However, this is where an **Established brand** sees its brand-building efforts pay off. While they may not perform as well as Emerging brands in mid-funnel metrics, they overperform in every Outcomes Lift benchmark.

This demonstrates that brands with high awareness need to prioritize ad effectiveness measurement beyond the traditional Brand Lift metrics and also evaluate the impact on consumer actions. Without this insight, brands risk optimizing advertising strategies based on incomplete data, leading to missed opportunities to drive real consumer action.

DISQO's Normative Benchmarks for Advertising Effectiveness, Brand Maturity-Level Data.

Brand maturity is based on aided awareness control baselines: new brands (0-33%), emerging brands (34-66%), and established brands (67-100%). Data is not shown for specific category/metric combinations due to the lack of 15+ campaigns available for analysis.

	METRIC	OVERALL	NEW BRANDS	EMERGING BRANDS	ESTABLISHED BRANDS
BRAND LIFT	Unaided awareness	0.30	0.10	0.20	0.74
	Aided awareness	0.98	2.40	2.43	0.71
	Familiarity	2.50	2.24	3.10	2.40
	Ad awareness	0.60	1.00	1.50	0.84
	Tagline Association	0.80	0.00	1.00	1.08
	Favorability	3.01	--	--	2.00
	Consideration	2.20	--	3.40	2.00
	Purchase intent	2.40	1.73	3.05	2.28
OUTCOMES LIFT	Category search	0.63	0.39	0.31	0.70
	Category site visitation	0.52	0.42	0.49	0.60
	Category ecommerce	1.61	--	0.83	2.73
	Competitive search	0.26	0.19	0.22	0.29
	Competitive site visitation	0.42	0.38	0.18	0.54
	Competitive ecommerce	0.16	--	0.21	0.20
	Brand search	0.18	0.07	0.10	0.21
	Brand site visitation	0.29	0.14	0.10	0.37
	Brand ecommerce	0.11	0.13	0.07	0.12

Category benchmarks

DISQO's 2024 benchmarks have been analyzed for four categories: vehicles, consumables, goods, and services. This provides look at how certain metrics respond based on category.

Consumables

CPG or related replenishable lower-consideration products

Services

All non-product related services such as media subscriptions

Goods

Higher-consideration, more durable purchases like furniture and electronics

Vehicles

Automotive and recreational vehicles, as well as auto supplies

	METRIC	OVERALL				
BRAND LIFT	Unaided awareness	0.30	0.20	0.59	0.43	0.00
	Aided awareness	0.98	1.22	0.48	0.88	0.67
	Ad awareness	0.60	0.69	1.03	0.40	0.06
	Tagline association	0.80	0.65	0.78	1.21	0.04
	Familiarity	2.50	2.36	2.34	2.70	2.24
	Favorability	3.01	3.18	2.94	3.06	2.41
	Consideration	2.20	2.40	2.11	1.93	2.08
	Purchase intent	2.40	2.48	2.00	2.45	2.33
OUTCOMES LIFT	Category search	0.63	0.43	0.68	0.85	0.22
	Category site visitation	0.52	0.37	1.00	0.38	0.58
	Category ecommerce	1.61	0.90	2.17	0.85	--
	Competitive search	0.26	0.06	0.89	0.15	--
	Competitive site visitation	0.42	0.12	0.63	0.37	0.28
	Competitive ecommerce	0.16	0.13	0.57	1.03	0.28
	Brand search	0.18	0.07	0.35	0.38	0.09
	Brand site visitation	0.29	0.11	0.54	0.51	0.16
	Brand ecommerce	0.11	0.04	0.25	0.24	0.04

DISQO's Normative Benchmarks for Advertising Effectiveness, Category-Level Data.

Data is not shown for specific category/metric combinations due to the lack of 15+ campaigns available for analysis.

Category takeaways

Consumables

Consumables outperform the overall benchmark in upper-funnel metrics like aided and ad awareness. Ad awareness aligns with the market average, reinforcing the effectiveness of media placements. However, unaided awareness falls below the overall norm, signaling a need for stronger brand differentiation. Additionally, tagline association lags behind the market average, suggesting opportunities to refine messaging consistency across platforms and campaigns.

Goods

Goods have strong familiarity. However, they need more reinforcement to connect with consumers, as shown by the lower aided awareness compared to the overall average. The category's ad awareness exceeds the market norm, indicating effective campaign execution. However, tagline association is significantly lower than the overall benchmark. Brands in this category should concentrate on clearer, more impactful brand messaging to enhance recognition and recall.

Services

Services lead the market in familiarity, outperforming all other categories and exceeding the overall benchmark. Tagline association also surpasses the market average, demonstrating strong branding efforts. However, aided and ad awareness are well below benchmarks, suggesting advertising visibility is not as strong as in other industries. Brands in this category must enhance reach and creative impact to improve top-of-mind awareness while leveraging their strong familiarity.

Vehicles

Vehicles' competitive nature and long-sales cycle hold this category back from overperforming across most benchmarks. While purchase intent is close to the market average, upper-funnel metrics lag behind the norm. Brands must increase top-of-funnel investments to boost recognition. Campaigns that cultivate brand awareness can lead to improved performance results. Automotive brands must prioritize bold creative execution, sustained exposure, and brand positioning to stand out competitively.

Brand Lift benchmarks

METRIC	UNAIDED AWARENESS	AIDED AWARENESS	AD AWARENESS	TAGLINE ASSOCIATION	FAMILIARITY	FAVORABILITY	CONSIDERATION	PURCHASE INTENT
Food & beverage	0.15	1.21	1.11	0.70	2.24	2.99	2.40	2.66
Health & beauty	0.95	1.20	0.00	0.65	2.16	3.33	1.80	2.02
Pet	0.00	1.58	1.70	0.58	4.01	5.70	--	5.40
Apparel & accessories	0.67	0.00	0.90	0.78	1.00	1.82	3.23	1.79
Business	0.00	0.01	0.00	--	2.29	2.27	0.80	1.10
Home & garden	0.30	1.16	1.58	1.59	2.70	2.96	1.76	1.19
Leisure goods	0.43	1.00	1.50	--	3.81	3.57	--	--
Business	1.97	2.26	1.30	--	2.06	1.92	--	--
Entertainment	0.65	1.21	1.08	2.57	1.41	2.16	--	1.10
Finance	0.33	1.30	0.00	1.56	2.55	3.23	0.98	2.57
Insurance	0.20	0.63	0.10	1.19	3.79	3.30	3.00	1.89
Organizations	0.40	0.07	0.40	--	2.80	3.24	--	--
Personal	0.55	3.60	0.90	--	3.80	4.20	--	3.50
Retail	0.90	0.56	0.66	1.33	2.23	3.00	2.10	1.89
Travel	0.63	0.91	0.77	0.17	3.00	2.71	0.90	2.50
Utilities	1.36	0.93	0.00	1.24	3.90	4.12	3.90	5.20
Automotive	0.00	0.38	0.00	0.11	1.89	2.41	2.10	2.65
Automotive supplies	0.10	1.05	--	--	--	2.28	1.90	2.22

Outcomes Lift benchmarks

METRIC	CATEGORY SEARCH	CATEGORY SITE VISITATION	CATEGORY ECOMMERCE	COMPETITIVE SEARCH	COMPETITIVE SITE VISITATION	COMPETITIVE ECOMMERCE	BRAND SEARCH	BRAND SITE VISITATION	BRAND ECOMMERCE
Food & beverage	0.45	0.29	0.42	0.12	0.06	0.00	0.07	0.08	0.03
Health & beauty	0.34	1.63	2.37	0.11	0.27	0.35	0.08	0.12	0.04
Pet	0.73	0.02	--	0.18	0.58	--	0.11	0.29	0.17
Apparel & accessories	1.42	4.93	4.86	1.75	1.53	1.48	0.62	1.12	0.29
Business	0.13	--	--	0.10	--	--	0.08	0.03	--
Home & garden	0.34	0.29	--	0.15	0.19	--	0.07	0.23	0.10
Leisure	0.27	--	--	0.67	0.63	--	0.15	0.40	--
Business	0.50	--	--	--	0.02	--	0.21	0.05	--
Entertainment	0.63	--	--	0.16	0.36	--	0.16	0.12	--
Finance	0.19	3.03	--	0.40	0.80	--	0.13	0.21	0.28
Insurance	0.68	--	--	0.19	1.53	--	0.35	0.29	--
Organizations	1.45	--	--	0.30	0.53	--	0.29	0.27	--
Personal	--	--	--	--	--	--	0.23	0.56	--
Retail	2.64	0.14	0.55	0.72	3.07	0.14	0.96	1.42	0.24
Travel	0.80	0.95	--	0.41	0.21	--	0.35	0.51	1.66
Utilities	0.18	0.01	--	0.33	0.98	--	1.11	0.66	0.25
Automotive	0.24	--	--	0.49	0.36	--	0.12	0.18	--
Automotive supplies	0.10	--	--	--	0.05	--	0.05	0.11	--

Industry takeaways

Overall winners – double down on strengths

Apparel & Accessories, Retail, Pet, and Personal Services lead across the funnel. Apparel & Accessories' ability to drive purchase intent and e-commerce behavior points to an opportunity to tap into social media and influencer relationships. Retail's strength in search and site visits means advertisers should optimize their paid search strategies and personalized experiences. Personal Services can sustain their strong favorability with trust-building messaging and tailored promotions. Pet consumables perform well throughout the funnel, particularly with favorability, demonstrating strong customer loyalty to capitalize on.

Upper-funnel – build awareness and recall

Personal Services and Finance lead in aided awareness but could broaden top-of-funnel reach with cross-platform strategies. **Retail's** high unaided awareness signals strong branding-building programs that ease their journey through the funnel can help turn awareness into revenue. **Automotive, Insurance, and Business Services'** lackluster performance in the upper funnel points to a need to invest in storytelling that resonates and high-reach media to boost visibility.

Mid-funnel – focus on messaging and engagement

Pet, Leisure Goods, Insurance, and Personal Services perform well in favorability and familiarity. **Entertainment and Business Services** should consider customer offerings to stand out in a competitive marketplace because, while they perform well in the upper funnel, this does not translate into brand loyalty. Likewise, the competitive nature of **Apparel & Accessories and Automotive** leads these industries to struggle in the mid-funnel.

Lower-funnel – optimize for conversions

Retail and Apparel & Accessories are top performers in DISQO's Outcomes Lift metrics. With the ability to track corresponding online behavior, we see that these two categories successfully convert customers into the lower funnel, despite disappointing mid-funnel results. Strategies that re-engage consumers and push them to action on high-intent platforms, such as social, search, and digital, should continue to be prioritized.

Methodology

More than 23 million people have opted in to share their opinions and online experiences with DISQO, empowering clients to cultivate deep insights about their target audiences and to perform objective, single-source measurement of advertising effectiveness on attitudes and behaviors. DISQO's normative benchmarks are based on campaigns measured by our Brand Lift and Outcomes Lift products, which are part of DISQO's ad effectiveness measurement platform.

Brand Lift and Outcomes Lift measurement

Lift is calculated as the difference between exposed and control consumers at the campaign level. Exposed consumers are those who have demonstrably seen the advertisement in question. Control consumers are built by creating a group comparable to exposed consumers on demographics (age, gender, income), and when the data is available, on prior brand interest and site visitation behavior.

Brand Lift is calculated by delivering a survey to both groups and assessing the difference score. For Outcomes Lift metrics, the digital behaviors of both groups are assessed across the campaign's lifetime and a short post-campaign period (+7 days after). The percentage of consumers who engage in the outcomes metric is computed and compared across groups.

Inclusion criteria

Our benchmarks include all campaigns completed between March 2021 and December 2024, with at least 30 validated responses in both the control and exposed groups.

Benchmarks are only published when the following criteria are met: (1) there are a minimum of 15 campaigns, (2) more than three distinct brands were tested, and (3) no single brand made up 50% or more of the campaigns included.

Methodology

Campaign count

The dataset includes over 1650 individual campaigns.

Calculations

The incremental lift for each metric is calculated by taking the response from the exposed group and subtracting the response from an unexposed control group.

Benchmarks are the median lift score across the entire campaign set. Median is used over mean or weighted average to account for abnormal lift distributions, and to avoid large campaigns heavily influencing benchmark results. If there is an even number of campaigns, the median is the average of the two campaigns at the center of the distribution.

Metric definitions

Many of the Brand Lift metrics in DISQO's studies are industry-standard. For instance, familiarity is simply measured by the percent of exposed who respond positively to the question, "How familiar are you with each of these brands of [category]?" Clients are given the flexibility to frame these questions in a format that best suits their needs.

Our Outcomes Lift metrics represent the percent of an exposed or control group that engages in the specified digital behavior. Our clients work closely with our Customer Success team to ensure that the right websites, search terms, and brands are included based on specific campaign needs.

Using the benchmarks

When considering the numbers, remember that these benchmarks are summary statistics, and are not necessarily representative of what any given brand or campaign will see on an ad-by-ad basis. The statistical distributions underlying many of these metrics are not normally distributed. Both low performance (i.e., lift scores of zero and below) and high performance (i.e., lift scores two to three times above the benchmark) are not uncommon.

	Search	Site visitation	Ecommerce
BRAND	For the brand or a curated list of key message terms within a search engine	Visits to the branded website or any subdomains	Exhibit a brand-specific shopping behavior (view, search, add-to-cart, etc.)
CATEGORY	For the larger brand category, or unbranded terms within a search engine	Visits not dedicated to the advertising brand's sites, but related to the category	Exhibit a product-related (but not brand specific) shopping behavior (view, search, add-to-cart, etc.)
COMPETITIVE	For the competitor, or a curated list of key message terms within a search engine	Visits to the competitors' websites or any subdomains	Exhibit a competitor-specific shopping behavior (view, search, add-to-cart, etc.)

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See how you perform against DISQO benchmarks

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