DISQO

Brand & Outcomes Lift

Ad Effectiveness Benchmarks 2H 2025

Full-funnel normative advertising benchmarks

Measure what matters, fuel what works

Every advertising dollar should reveal more than short-term gains. It should uncover how attention builds, how consideration forms, and how intent turns into action. Today, that understanding is harder to achieve as consumers move fluidly across channels, and as AI transforms discovery, evaluation, and purchase. To keep up, marketers don't need more data. They need a clear view of how media drives discovery, shapes perception, and fuels behavior, proving how campaigns move people closer to purchase.

That's the strength of DISQO's Brand Lift and Outcomes Lift measurement products. Together, they demonstrate how brand media influences consumer attitudes, like favorability and familiarity, while also revealing the incremental impact of advertising through real digital behaviors, such as searches, site visits, and other meaningful actions across channels.

This report provides context for campaign performance against industry benchmarks. By analyzing seventeen key lift metrics across awareness, consideration, and conversion, marketers can identify where they outperform or lag competitors, sharpen their media strategies, and capture the full value of every impression.

DISQO's 2H 2025 ad effectiveness benchmarks include:

- **Data from 1,778 campaigns from March 2021 through June 2025**
- **Seventeen total metrics, including top-funnel attitudes and bottom-funnel behaviors**
- **Four core business categories, three levels of brand maturity, and twenty industries**

Why DISQO Brand Lift and Outcomes Lift benchmarks

Measurement without blind spots

Understanding ad effectiveness requires clarity across every touchpoint. DISQO's Brand Lift and Outcomes Lift products deliver person-level, cross-platform measurement to evaluate the performance of each channel, partner, audience, and creative. We capture both brand sentiment and behavioral outcomes so you can see exactly what is working and what is not. Built on deterministic data tied to real individuals, our measurement shows which channels truly contribute to business outcomes and where optimizations are needed. Whether you are evaluating CTV, social, programmatic, or audio, DISQO provides actionable comparisons grounded in proof by removing blind spots to facilitate more informed advertising decisions.

See the full picture—from awareness to action

With DISQO, go beyond surface-level metrics to uncover brand and behavioral impact. Our benchmarks cover seventeen lift metrics, spanning brand awareness, favorability, and key consumer actions like site visits, search, and 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.

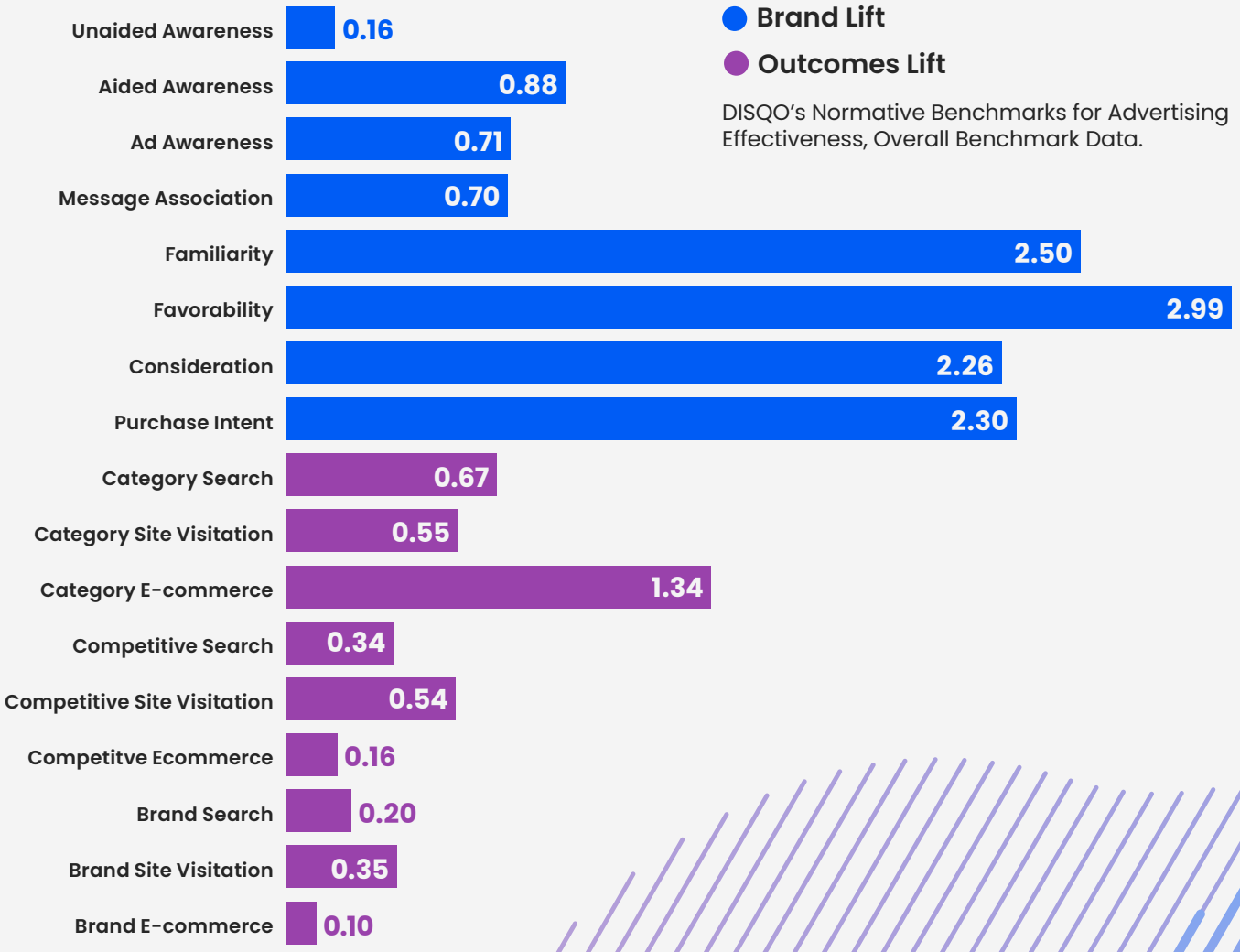
World-class expertise that helps fuel your growth

Behind every successful campaign is a partner who ensures nothing is missed. DISQO's expert team brings relentless precision and deep industry knowledge, guiding you through every step with clarity and purpose. They work as an extension of your team, adapting quickly to shifting priorities, monitoring studies in real time, and surfacing insights that matter. With flexible, tailored support, they remove friction and turn complex campaigns into actionable strategies—giving you the confidence to optimize performance and achieve your goals.

Overall normative benchmarks

DISQO's normative benchmarks comprise campaigns utilizing our Brand Lift and Outcomes Lift products from March 2021 through June 2025. 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 purchase intent, exposed individuals showed an incremental 2.30-point increase in purchase intent 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% purchase intent, advertisers should expect to see a lift of 2.30 points in this KPI to ~62%.



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

Brand maturity benchmarks

Examining benchmarks by brand maturity reveals how awareness and longevity influence advertising effectiveness across the funnel.

	Metric	Overall	New	Emerging	Established
Brand Lift	Unaided Awareness	0.16	0.06	0.10	0.30
	Aided Awareness	0.88	2.60	2.23	0.50
	Ad Awareness	0.71	1.20	1.35	0.50
	Message Association	0.70	0.00	0.64	0.80
	Familiarity	2.50	2.50	3.20	2.47
	Favorability	2.99	2.40	3.48	2.99
	Consideration	2.26	3.30	2.56	2.10
	Purchase Intent	2.30	1.64	2.96	2.20
Outcomes Lift	Category Search	0.67	0.41	0.30	0.76
	Category Site Visitation	0.55	0.42	0.49	0.62
	Category E-Commerce	1.34	0.43	0.63	2.70
	Competitive Search	0.34	0.30	0.27	0.38
	Competitive Site Visitation	0.54	0.46	0.27	0.69
	Competitive E-commerce	0.16	0.03	0.18	0.19
	Brand Search	0.20	0.07	0.11	0.24
	Brand Site Visitation	0.35	0.16	0.12	0.45
	Brand E-Commerce	0.10	0.13	0.08	0.11

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.

Brand maturity benchmarks

New brands

New brands excel in driving visibility, with the highest aided awareness and consideration lifts, showing that early investment in media exposure and compelling creative effectively builds recognition. However, with limited message association and lower purchase intent, these brands still face challenges converting attention into engagement. Their next step is to reinforce awareness with clear, consistent messaging that strengthens association and recall.

Emerging brands

Emerging brands how the strongest overall performance across mid-funnel metrics such as familiarity, favorability, and purchase intent, proving that as awareness stabilizes, messaging relevance and consumer trust begin to take hold. Despite these gains, they still lag in digital outcomes like search and site visitation, signaling that media efforts should bridge brand building with stronger calls to action and seamless conversion experiences.

Established brands

Established brands demonstrate the compounding value of maturity. Though their awareness lifts are smaller, their scale drives superior performance across nearly every Outcomes Lift metric, particularly in e-commerce and visitation behaviors. These brands should focus on maintaining advertising efficiency, emphasizing optimization and measurement that link creative performance to digital actions, ensuring every impression reinforces both loyalty and conversion.

Category benchmarks

DISQO's 2025 benchmarks analyze four categories: vehicles, consumables, goods, and services. This provides a view of how metrics respond by category.

Consumables

CPG or related replenishable lower-consideration products

Goods

Higher-consideration, more durable purchases like furniture and electronics

Services

All non-product related services such as media subscriptions

Vehicles

Automotive and recreational vehicles, as well as auto supplies

	Metric	Overall				
Brand Lift	Unaided Awareness	0.16	0.12	0.51	0.23	0.00
	Aided Awareness	0.88	1.16	0.42	0.81	0.64
	Ad Awareness	0.71	0.93	0.90	0.60	0.00
	Message association	0.70	0.60	0.55	1.03	0.00
	Familiarity	2.50	2.37	2.29	2.73	2.05
	Favorability	2.99	3.05	2.62	3.00	2.42
	Consideration	2.26	2.28	2.01	2.10	1.90
	Purchase Intent	2.30	2.44	2.00	2.40	2.19
Outcomes Lift	Category Search	0.67	0.45	0.69	0.89	0.27
	Category Site Visitation	0.55	0.38	0.96	0.39	0.80
	Category E-Commerce	1.34	0.90	2.05	0.85	--
	Competitive Search	0.34	0.12	0.64	0.40	0.35
	Competitive Site Visitation	0.54	0.14	0.62	1.21	0.30
	Competitive E-Commerce	0.16	0.06	0.89	0.15	--
	Brand Search	0.20	0.08	0.36	0.42	0.10
	Brand Site Visitation	0.35	0.08	0.56	0.58	0.17
	Brand E-Commerce	0.10	0.05	0.25	0.24	0.11

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 perform strongest in ad awareness, favorability, consideration, and purchase intent, confirming that campaigns are breaking through and driving persuasion in a low-consideration category. Because most purchases occur in-store, weaker site visitation and e-commerce activity are expected. Broad-reach, high-frequency channels like CTV, digital video, and social should remain central to sustaining top-of-mind presence, while retailer partnerships and contextual placements can keep brands visible at the moment of choice.

Goods

Goods lead in unaided awareness and dominate outcome metrics, including category site visitation, e-commerce, and competitive research behaviors, showing that consumers are actively comparing options before purchase. Advertising for higher-consideration goods benefits most from storytelling formats that demonstrate value and differentiation across video, search, and display. Strengthening message consistency and reinforcing brand identity across touchpoints will help convert active evaluation into confident brand selection.

Services

Services excel in familiarity and message association, reflecting strong brand equity and clear communications. The category also overperforms in behaviors like category search and competitive site visitation, showing consumers are seeking information before commitment. However, aided and ad awareness remain below the market norm, indicating limited visibility. Increasing share of voice through broader digital and CTV investments, while emphasizing ease, reliability, and trust in creative, can lift awareness and strengthen conversion potential.

Vehicles

Vehicles face lower awareness across upper-funnel metrics but perform at the norm for favorability and purchase intent, suggesting campaigns resonate once noticed. Automotive decisions involve high consideration and long lead times, demanding continuous storytelling and brand presence. Expanding exposure through premium video, experiential, and contextual integrations can build familiarity and differentiation, while reinforcing brand trust and inspiration throughout the research and buying process.

Brand Lift Benchmarks

Metric	Unaided Awareness	Aided Awareness	Ad Awareness	Message Assocation	Familiarity	Favorability	Consideration	Purchase Intent
Food & Beverages	0.06	1.10	1.26	0.51	2.27	2.90	2.32	2.57
Health & Beauty	0.20	1.18	0.35	0.60	2.17	3.33	1.86	1.91
Pet	0.05	1.79	1.70	0.78	4.30	5.70	--	3.50
Apparel & Accessories	0.71	0.00	1.06	0.69	1.00	1.50	3.13	1.85
Business	0.00	0.00	0.00	0.60	2.50	2.07	2.30	1.40
Home & Garden	0.00	1.13	1.25	1.59	2.31	2.94	1.76	1.04
Leisure Goods	0.75	1.10	1.05	--	3.70	3.40	--	1.27
Business	1.97	2.26	1.30	--	2.06	1.92	--	--
Electronics	2.21	1.09	--	--	2.65	3.96	--	4.85
Entertainment	0.05	1.31	1.28	2.16	1.47	2.16	--	2.16
Finance	0.28	1.28	0.00	1.08	2.20	3.28	1.15	2.59
Insurance	0.17	0.61	0.10	1.19	3.68	3.40	2.84	1.66
Organizations	0.70	1.30	1.30	--	3.95	2.79	--	2.67
Personal	0.28	3.15	1.01	0.23	3.60	3.81	--	2.90
Retail	0.87	0.30	0.72	1.33	2.20	2.86	2.20	1.88
Travel	0.26	0.90	1.10	0.30	3.20	2.71	1.25	1.60
Utilities	0.00	0.81	0.00	1.24	4.31	4.26	4.70	5.11
Automotive	0.00	0.37	0.00	0.00	1.84	2.42	2.06	2.10
Automotive Supplies	0.10	0.90	1.00	--	3.40	2.41	1.72	2.40

Outcomes Lift Benchmarks

Metric	Category Search	Category Site Visitation	Category E-Commerce	Competitive Search	Competitive Site Visitation	Competitive E-Commerce	Brand Search	Brand Site Visitation	Brand E-Commerce
Food & Beverages	0.46	0.29	0.42	0.12	0.06	0.00	0.07	0.08	0.03
Health & Beauty	0.35	1.61	2.37	0.11	0.32	0.35	0.09	0.12	0.04
Pet	0.78	0.02	--	0.18	0.60	--	0.11	0.29	0.17
Apparel & Accessories	1.42	3.67	4.72	1.80	1.80	1.48	0.64	1.19	0.29
Business	0.14	--	--	0.14	0.65	--	0.08	0.06	--
Home & Garden	0.38	0.29	--	0.15	0.19	--	0.07	0.23	0.10
Leisure Goods	0.28	--	--	0.94	0.63	--	0.24	0.50	--
Business	0.50	--	--	--	0.02	--	0.21	0.05	--
Electronics	0.42	--	--	--	--	--	0.70	--	--
Entertainment	0.67	--	--	0.19	1.21	--	0.20	0.21	--
Finance	0.25	3.03	--	0.48	1.04	--	0.14	0.35	0.28
Insurance	0.70	--	--	0.21	1.73	--	0.35	0.34	--
Organizations	1.40	--	--	0.30	0.71	--	0.30	0.33	--
Personal	--	--	--	--	--	--	0.22	0.60	--
Retail	2.64	0.20	0.55	0.97	3.16	0.14	0.18	1.44	0.96
Travel	0.80	0.95	--	0.43	0.22	--	0.35	0.52	1.66
Utilities	0.23	--	--	0.33	1.12	--	1.17	0.74	--
Automotive	0.42	--	--	0.89	0.40	--	0.14	0.19	--
Automotive Supplies	0.13	--	--	--	0.05	--	0.05	0.11	--

Industry takeaways

OVERALL WINNERS

Double down on strengths

Apparel & Accessories, Retail, Utilities, and **Pet** lead across the funnel, setting the pace for both brand and performance outcomes. **Apparel & Accessories'** exceptional e-commerce and site visitation lift underscores the power of visual storytelling and shoppable creative. **Retail's** strength across search and site behaviors demonstrates how effectively its media mix converts awareness into action. **Utilities'** standout purchase intent and favorability show how reliability messaging builds trust and drives performance, while **Pet** brands' high favorability and purchase intent reveal deep emotional connection that sustains loyalty.

UPPER-FUNNEL

Expand reach and distinctiveness

Personal Services and **Finance** excel in aided awareness, while **Electronics** and **Business Services** stand out for unaided awareness, reflecting category familiarity and reputation. However, **Automotive, Insurance**, and **Business Services** underperform in visibility, signaling a need to expand reach through sustained, high-impact media. To strengthen top-of-funnel performance, advertisers should prioritize consistent storytelling across video, CTV, and social to build emotional resonance and long-term brand recall.

MID-FUNNEL

Reinforce relevance and engagement

Pet, Leisure Goods, and **Utilities** drive strong familiarity and favorability through emotive, benefit-driven creative. Their ads resonate by focusing on trust, empathy, and everyday relevance. To maintain engagement, these industries should continue leveraging personalized and contextually aligned creative that validates brand choice and deepens consumer connection. Conversely, Automotive and Apparel should continue to refine mid-funnel messaging to bridge awareness with clear value articulation and brand differentiation.

LOWER-FUNNEL

Optimize for conversions

Retail, Apparel & Accessories, and **Finance** dominate DISQO's Outcomes Lift benchmarks, proving their campaigns successfully turn attention into digital behavior. These industries achieve strong performance across search, site visitation, and e-commerce, suggesting clear and frictionless conversion paths. To strengthen results, advertisers should re-engage high-intent audiences through dynamic creative optimization, cross-platform retargeting, and aligned media strategies that link inspiration to transaction.

Methodology

Millions of consumers 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 deterministic 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 incrementality 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 outcome metric is computed and compared across groups.

Inclusion criteria

Our benchmarks include all campaigns completed between March 2021 and June 2025, 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 1,778 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.

Glossary of DISQO's measurement KPIs

Brand Lift

Unaided awareness. The percentage of respondents who recall the brand when asked to name brands in the category without being prompted.

Aided awareness. The percentage of respondents who recognize the brand when it is presented in a list of other brands in the same category.

Ad awareness. The percentage of respondents who recall having seen or heard advertising for the brand within a specified recent time frame.

Message association. The percentage of respondents who correctly associate the brand with a specific advertising slogan or message.

(Brand) Familiarity. The percentage of respondents who indicate they are familiar with the brand based on prior experience, knowledge, or exposure.

(Brand) Favorability. The percentage of respondents who report a positive opinion of the brand based on its reputation, experience, or overall perception.

Consideration. The percentage of respondents who indicate they would consider purchasing or using the brand when shopping within the category.

Purchase intent. The percentage of respondents who indicate they are likely to purchase from the brand the next time they are shopping within the category.

Outcomes Lift

Category search. The percentage of people who search for unbranded category terms or broader category-related terms in a major search engine.

Category site visitation. The percentage of people who visit websites related to the product category that are not associated with a specific brand (e.g., third-party review or content sites).

Category e-commerce. The percentage of people who exhibit product-related (but non-brand-specific) shopping behavior, such as viewing, searching, or adding category items to a cart.

Competetive search. The percentage of people who search for a competitive brand or associated terms in a major search engine.

Competetive site visitation. The percentage of people who visit the official websites or subdomains of identified competitor brands.

Competetive e-commerce. The percentage of people who exhibit competitor-specific shopping behavior, such as viewing, searching, or adding competitor products to a cart.

Brand search. The percentage of people who search for the brand or a curated list of brand-related key message terms in a major search engine.

Brand site visitation. The percentage of people who visit the brand's official website or any associated subdomains.

Brand e-commerce. The percentage of people who exhibit brand-specific shopping behavior, such as viewing a product, searching for it, or adding it to a cart on ecommerce sites where the brand is sold.

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See how your campaigns **measure up against** these benchmarks.

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