

# MFour's Guide to Brand Lift in OOH.



Let the largest, single-source panel help you uncover key metrics in your OOH buy.

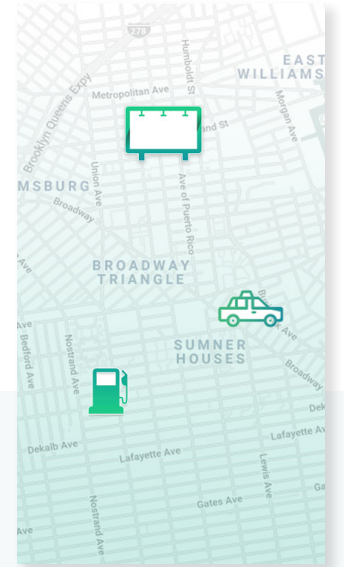
Verify consumers saw your ad. Then, send a survey to find out "why" the campaign was effective. Use the data to make key campaign decisions and drive measurable results.

## Who we help:

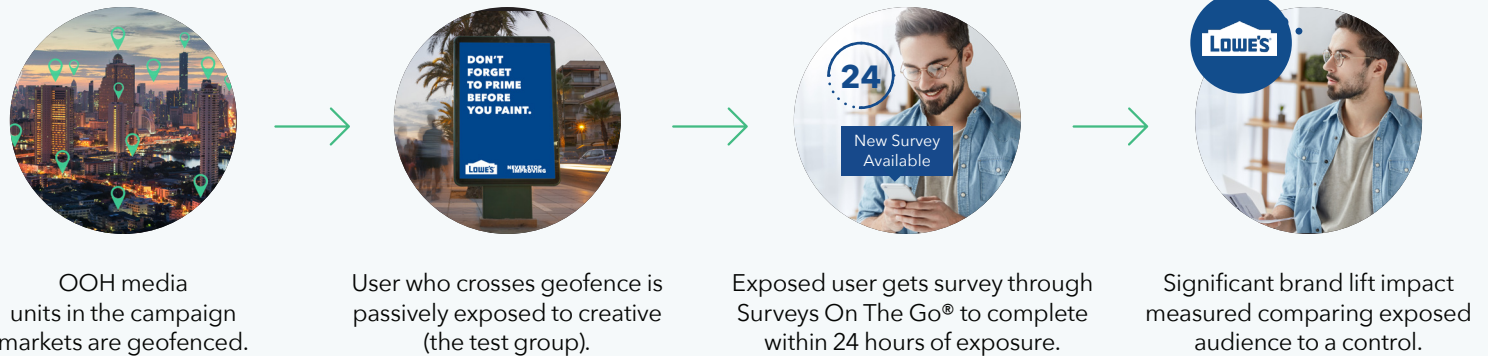
- Brands.
- Agencies.
- Media owners and operators.
- Demand & Supply side platforms.

## Where it works:

- Transit.
- Place-based.
- Traditional OOH.



## How it works:



## The metrics:

|                         |        |              |                  |                     |                        |                      |
|-------------------------|--------|--------------|------------------|---------------------|------------------------|----------------------|
|                         |        |              |                  |                     |                        |                      |
| Aided/unaided awareness | Recall | Main Message | Brand Perception | Brand Consideration | History With the Brand | Brand Recommendation |



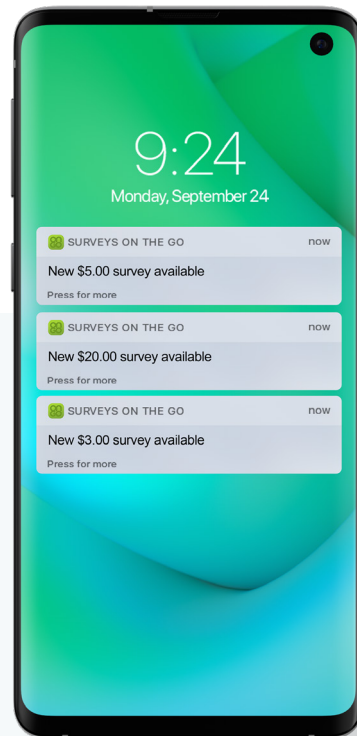
# The MFour difference: is in the data.

- ✓ Market-level results.
- ✓ Insights by key demographics.
- ✓ Normative benchmarks for comparison.
- ✓ Fast, direct consumer feedback: no recall bias.
- ✓ **Nation's largest, single source consumer panel.**
- ✓ **Validated, first party exposure for multiple formats.**



A leading OOH expert, MFour is a full-service market research house. Through our proprietary app, Surveys On The Go®, you get a complete picture of consumer behavior: physical + digital data in a single platform.

Use our consumers' real-time feedback to uncover brand lift, measure ad awareness and track consideration.



## To get started, share your:

- Goals.
- Target audience.
- Location/media plan.
- Campaign dates/brand.

**CONTACT US**

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**Visit [mfour.com](https://mfour.com) for more information.**

