



Campaign Measurement

Navigating the Present & Shaping the Future

A Guide to Digital Measurement & Forging a Path Forward



Intro

For digital advertisers, precise and insightful measurement is crucial for executing a successful campaign. Robust measurement helps determine whether digital advertising is effective, efficient, and aligned with business objectives. Armed with this knowledge, advertisers can demonstrate the value of their efforts and refine their strategies moving forward.

However, in a fragmented digital landscape, determining success isn't always straightforward. With numerous approaches to campaign measurement, navigating the available options can be challenging.

This guide will help you understand the various measurement options and how to tailor them to your campaign for optimal results!





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Foundational Digital Advertising KPIs



Essential but Insufficient

Foundational key performance indicators (KPIs) are essential metrics that form the cornerstone of assessing campaign performance and effectiveness in the digital realm.

These KPIs, including:

- **Impressions**
- **Click-through Rate (CTR)**
- **Cost Per Click (CPC)**
- **Conversion Rate**

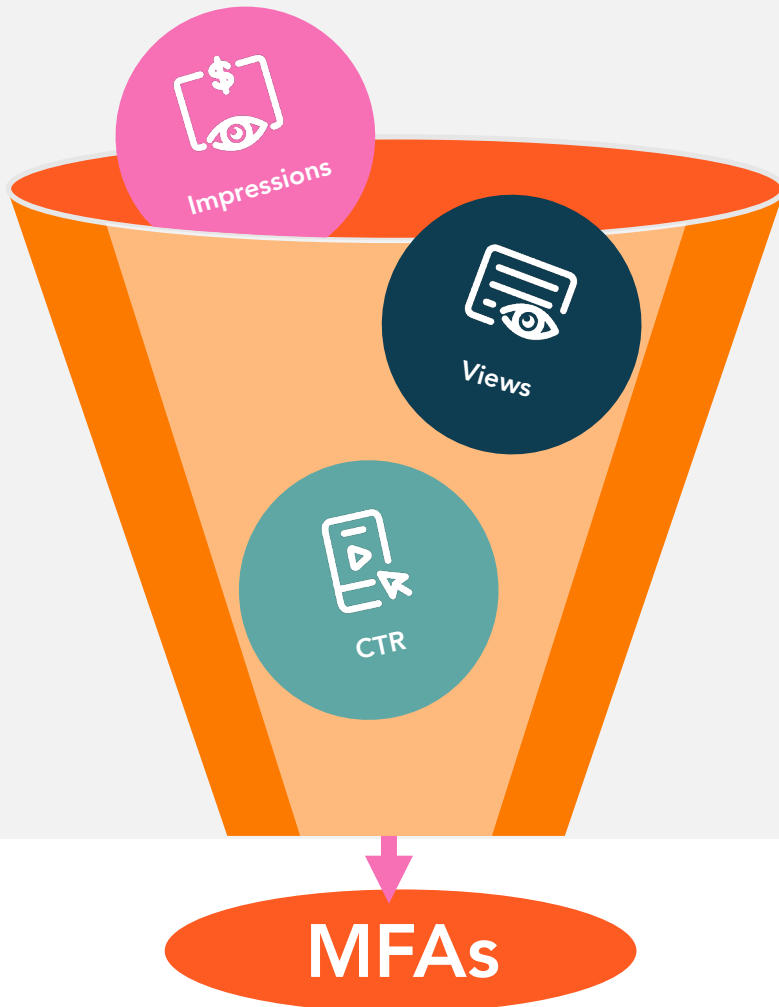
all provide critical insights into various facets of advertising campaigns.

While these KPIs play an important role in the digital ad ecosystem, they are **sometimes referred to as "vanity metrics" because they do not always directly correlate with business outcomes or provide a complete picture of campaign effectiveness.**

The accuracy of vanity metrics is inherently limited by their lack of meaningful context, emphasis on quantity over quality engagements, inability to account for full-funnel impact, and susceptibility to fraud. Additionally, they fail to provide insight into long-term customer behavior or loyalty, which are critical to understanding true brand performance. Vanity metrics can also obscure the effectiveness of more complex strategies aimed at driving incremental growth and customer retention.

Consequently, vanity metrics often provide superficial insights, making a campaign appear successful without revealing deeper performance issues or true business impact. This can result in misallocated budgets and ineffective optimization strategies.

Incentives Awry



The Metrics We Use Have Shaped the Internet We Have

Vanity metrics are not only inadequate but are driving low attention by creating the wrong incentives for advertisers. Prioritization of impression counts, for example, has encouraged publishers to crowd ads on pages, prioritize ad placement over quality and relevance, and artificially inflate impression counts.

Made-for-Advertising (MFA) websites frequently rely on strategies such as cramming in numerous ads, deploying pop-ups, enabling auto-play videos, and frequently refreshing ads to boost revenue. MFA websites are a direct result of advertisers relying on vanity metrics as a marker of success without incorporating more nuanced approaches.

MFA tactics aimed at gaming ad viewability are conditioning consumers to ignore ads, negatively affecting the advertising industry. This occurs because frequent ad exposure leads to ad fatigue, ultimately decreasing ad effectiveness over time.



TIP

Buyers should collaborate closely with publishers and SSPs to achieve performance goals, avoid MFAs, access relevant content, and maintain greater control over audience targeting.

Beyond the Basics

Unlocking Deeper Insights

Addressing the gaps in vanity metrics often requires a more nuanced approach, incorporating additional metrics, qualitative analysis, and tracking methods to gain a comprehensive understanding of digital advertising performance.

Due to the complexity of the digital advertising ecosystem, AdTech providers can offer valuable assistance to advertisers looking to measure campaign performance beyond vanity metrics. These vendors track more in-depth engagement metrics, provide comprehensive full-funnel impact assessment, and offer data-driven recommendations.

Vendors do this by implementing advanced measurement technologies and conducting experiments to measure two major factors:



Impact Measurement

An approach that reveals how marketing activities influence key performance indicators (KPIs) compared to what would have occurred in the absence of those activities



Attention Measurement

Gauges how well ads capture and maintain audience interest, as well as their feelings or opinions towards the ads

In the following sections, we will explore the types of impact and attention measurement, and their utility for advertisers seeking to gain deeper insights into the performance of their campaigns.

Impact Measurement



Brand Lift



Foot Traffic Lift



Sales Lift

Impact Measurement reveals how marketing activities influence key performance indicators (KPIs) compared to what would have occurred in the absence of those activities.

A key feature of measuring impact is that it often requires a controlled experiment, such as a randomized control trial, where the outcome of the exposed group is compared to the outcome of the control group.



Quantifying Perception

Brand lift studies are designed to measure the impact of advertising campaigns on consumer awareness and perceptions using survey-based research.

They compare the survey responses of two groups—one who has seen an ad and a control group that has not—to assess the ad's effect on key brand metrics, such as:

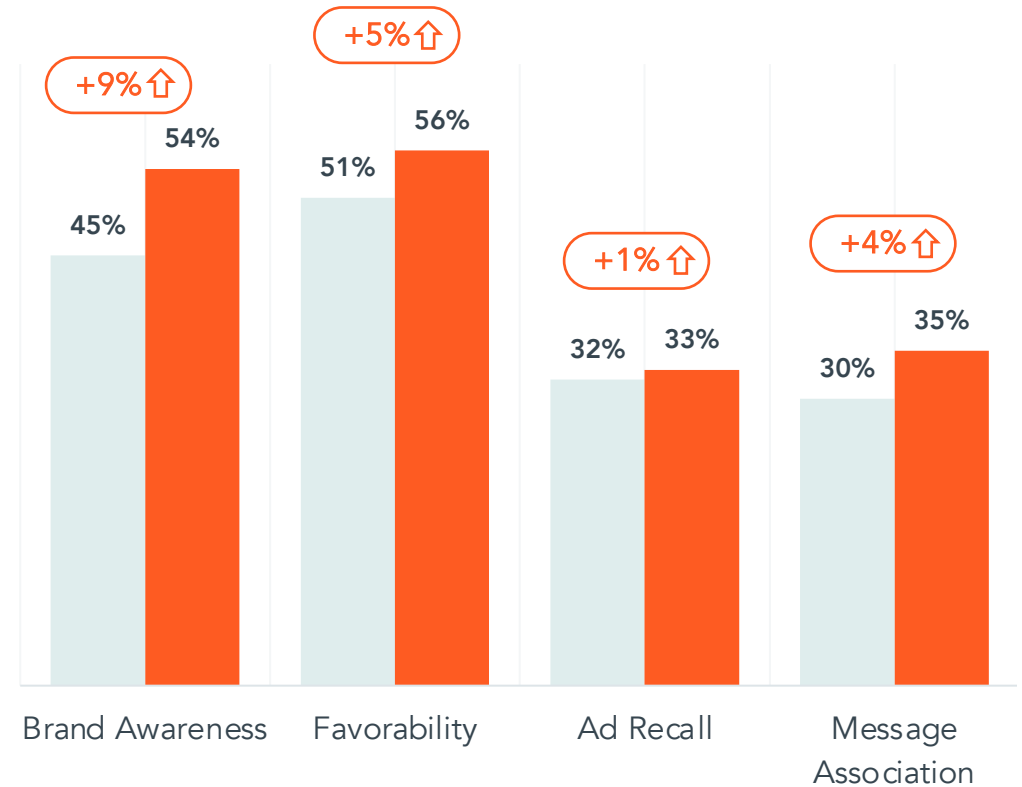
- Brand awareness and perception
- Ad recall
- Purchase intent and consideration
- Efficacy of campaign messaging

Control and exposed groups are typically matched based on demographic factors, and statistical methods are deployed to ensure accuracy of the results. This methodology provides tangible evidence of how well an ad resonates with its target audience and is useful for guiding future advertising strategies.

Sample Output:

Overall Campaign Impact

■ Control (Not Exposed to Ad) %
■ Exposed to Ad %



BRAND LIFT STUDY PROVIDERS

KANTAR
MILLWARD BROWN

LUCID
A Cint Group Company

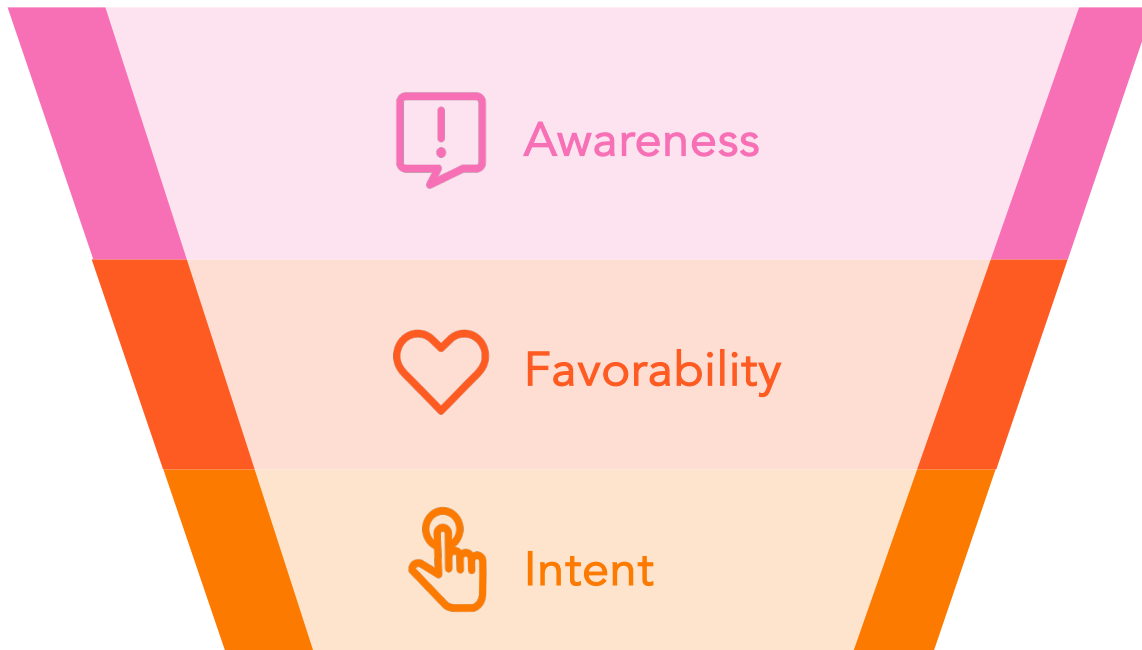
DISQO

dynata™

Upwave

triplelift

Unpacking Brand Lift



Use Cases & Applications

Brand lift studies are ideal for assessing whether a campaign successfully generated awareness or influenced consumer perceptions of a brand or product. Additionally, by measuring purchase intent, brand lift studies can **indirectly gauge lower-funnel effects by determining if exposure to the ads has led to an increased intent to purchase the product.**

Key Insights

- 1 Was the campaign successful in improving brand awareness, consumer perception, and/or purchase intent?
- 2 How does awareness and favorability of the brand compare to other brands in the product category?
- 3 Which elements of the campaign (e.g., messaging, creative, format) were most effective at impacting brand awareness, perception, and/or purchase intent?

Limitations

Sample Accuracy: participants in brand lift studies may not accurately reflect the broader target audience, which may happen if the sample is too small, demographically unbalanced, or chosen from a non-random group, resulting in findings that don't accurately represent the entire audience.

Attribution Complexity: brand lift studies may face challenges in pinpointing the specific impact of individual advertising efforts amidst other marketing activities and external factors that influence consumer behavior.

Tracking Potential

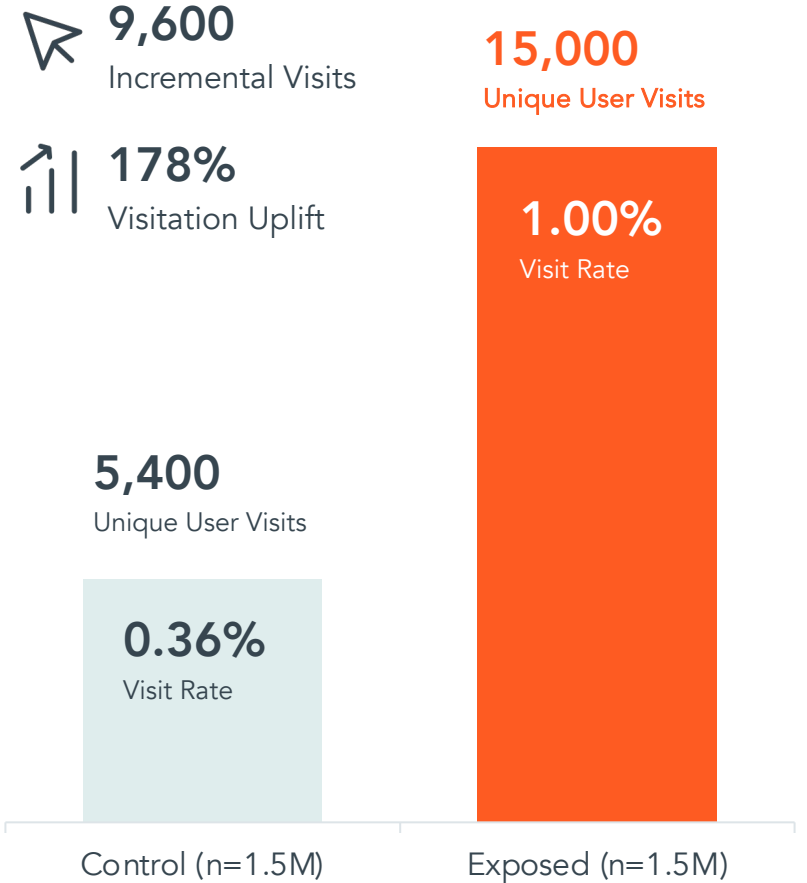
Foot traffic measurement is designed to evaluate the impact of advertising campaigns on consumer movement, i.e., foot traffic, by leveraging geolocation data.

These studies track the physical movement of two groups—one that has been exposed to an advertising campaign and a control group that has not—allowing for a detailed comparison of visitations to stores or other locations of interest.

The location-based data used in foot traffic measurement is typically opt-in and consented, collected from users through location-specific apps or websites, ensuring privacy and accuracy.

Once the data is collected, foot traffic vendors apply advanced analytics to account for external factors, such as seasonal trends or local events, in order to determine the true incremental foot traffic driven by the campaign. In addition, vendors usually offer performance comparisons across various locations, helping advertisers identify regional trends, pinpoint areas for improvement, and optimize their strategies.

Sample Output:



FOOT TRAFFIC LIFT STUDY PROVIDERS

IN|MARKET

adsquare

KLEVER
PROGRAMMATIC

cuebiq

FOURSQUARE

 triplelift

Unpacking Foot Traffic Measurement

Use Cases & Applications

Foot traffic studies are ideal for campaigns looking to drive:

- In-store traffic
- Specific initiatives at a location or locations

Foot traffic measurement is particularly useful for specific industries, such as:

- Food and Beverage
- Retail
- Auto
- Travel

Notably, foot traffic measurement can serve as a proxy for sales lift when direct sales analysis isn't feasible, as it utilizes readily available mobile location data, avoiding the cost and complexity of obtaining sales data and retailer cooperation.

Key Insights

- 1 Was the campaign successful in driving in-store foot traffic?
- 2 Are there specific locations or regions where the digital ad campaign is more effective in driving foot traffic?
- 3 Which elements of the campaign (e.g., creative, format, placement) were most effective in driving foot traffic?

Limitations

Purchase Insight: Foot traffic analysis doesn't provide insight about whether the consumer bought anything, and if so, what they bought.

Influence of External Factors: Foot traffic can be influenced by external factors such as weather, events, or a customer propensity to visit the store regardless of seeing an ad.

Accuracy: Geolocation technology typically can't measure locations on different floors of a shopping center or building, and and therefore could miscount foot traffic.

Quantifying Impact

The Power of Sales Lift Measurement

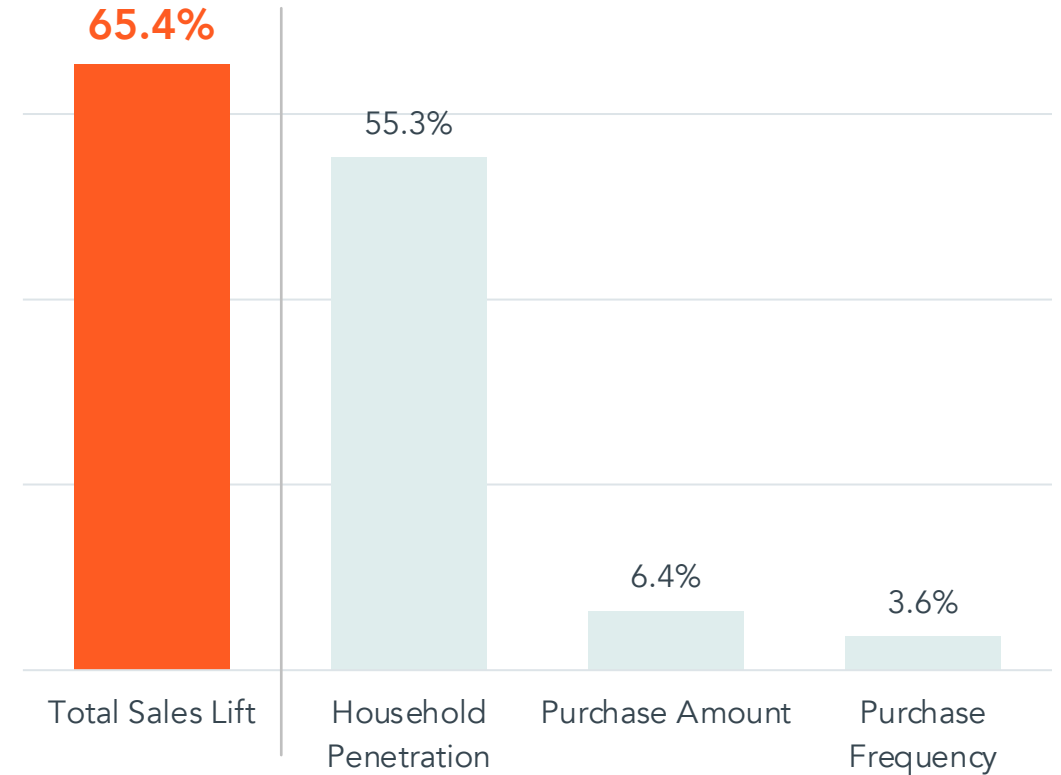
Ultimately, the goal of many advertising campaigns is to generate revenue and contribute to an advertiser's bottom line. **Sales lift studies** provide a direct way to measure this impact by quantifying how a campaign influences sales of a product or brand.

These studies compare the sales data of two groups—those who have seen an ad and a control group that has not—to assess the ad's effect on product sales.

Sales data is typically collected from receipts that are submitted by participants electronically or tracked via an app. Alternatively, vendors can partner with retailers to obtain sales data directly or combine data from a variety of sources. Once sales data is obtained, vendors account for pre-period sales and other external factors to isolate sales attributable to specific marketing efforts.

Sample Output:

% Contribution to Total Sales Lift



SALES LIFT STUDY PROVIDERS



Unpacking Sales Lift

Use Cases & Applications

Sales lift studies are ideally suited for campaigns focused on driving lower-funnel results, as they provide detailed insights into sales performance and related metrics.

Sales lift studies give advertisers the ability to calculate the return on ad spend (ROAS) of their advertising expenditures by comparing the incremental sales generated to the cost of running the campaign. This is particularly useful for understanding if a campaign was worth the initial investment.

$$\text{ROAS} = \frac{\text{Total Campaign Revenue}}{\text{Total Campaign Cost}}$$

Like foot traffic studies, sales lift studies are ideal for certain industries, including Consumer-Packaged Goods (CPG), Quick-Serve Restaurants (QSR), and Retail industries.

Key Insights

- 1 How did the campaign contribute to sales for the product or brand, and did those sales deliver against ROI goals?
- 2 What factors, such as purchase frequency, basket size, and household penetration, drove the increase in sales?
- 3 Which elements of the campaign (e.g., messaging, creative, format) were most effective in terms of increasing sales?

Limitations

Data Accessibility: sales lift studies rely on accessibility of sales data to determine if sales have increased as a result of the campaign, and therefore aren't always feasible.

Cost: sales lift studies can be costly to run, and therefore are more suitable to campaigns with larger budgets.

Challenges Capturing Niche Audiences: niche audiences can be difficult to measure using sales lift.

Attention Measurement

 **Eye Tracking**

 **Biometric Tracking**

Attention measurement assesses how effectively ads capture and sustain audience interest and emotions, providing valuable insights into engagement and effectiveness beyond what traditional metrics can provide.

Conducted through eye-tracking and biometric studies in controlled environments, attention measurement helps advertisers optimize creative strategies, often before the launch of a campaign.



The Key to Understanding Attention

Eye tracking studies, which monitor the movement of a viewer's eyes as they interact with digital ads, are often considered the most common attention measurement tool.

Typically, eye tracking systems combine gaze data obtained through cameras or eye tracking glasses to generate heatmaps that highlight areas of visual interest and attention. Often, post-exposure surveys are included in eye-tracking studies to get a better understanding of the audience's reaction.

By analyzing where users look, for how long, and in what sequence, advertisers can assess the visual attention captured by different elements of the ad, such as headlines, images, or campaign messaging. These studies can reveal interesting patterns in consumer behavior that enables advertisers to optimize ad designs, layouts, and placements for maximum impact.

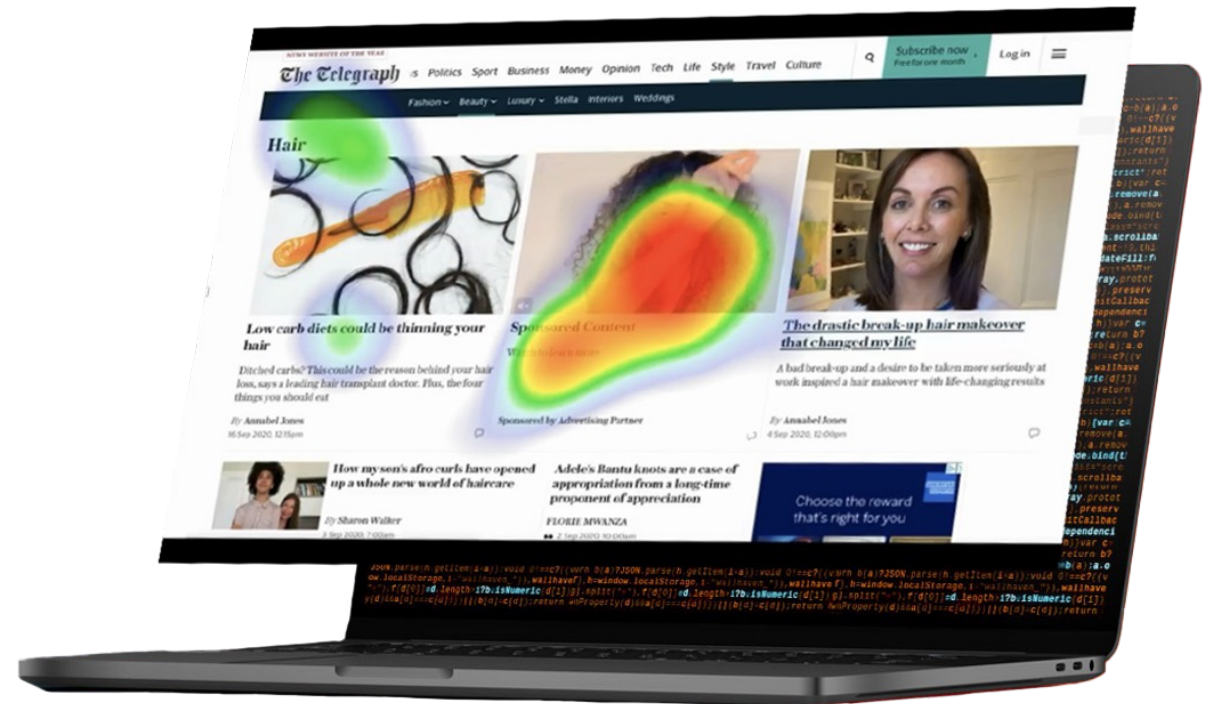
Additionally, eye tracking studies are:



Executed Quickly



Executed at a Low Cost



The Best Complement to Eye Tracking

Biometric tracking primarily includes **facial coding** and **neurological monitoring**, which are powerful tools used to interpret a user's engagement with an ad. Although biometric tracking is typically incorporated into eye-tracking studies to enhance accuracy, it can also be conducted independently.



Facial Coding

Identifies human emotions by interpreting facial cues during advertising interactions and is measured using facial recognition software to analyze facial expressions captured through cameras or videos



Neurological Monitoring

Measures the physiological and neural signals of consumers in response to an ad mainly using Galvanic Skin Response (GSR) and electroencephalography (EEG) technology

While eye tracking can merely identify where a user is looking, **facial coding and neurological monitoring go deeper by identifying emotions and interpreting how a user is feeling about an ad.**



Unpacking Attention Measurement

Use Cases & Applications

Attention measurement studies can reveal interesting patterns in consumer behavior that enable advertisers to optimize ad designs, layouts, and placements for maximum impact.

Attention measurement studies are especially useful for helping advertisers decide how to adjust the content of the campaign during the planning stage, typically before launch.

Since attention measurement studies allow for direct comparison of one stimuli to another, they are particularly useful for A/B testing.

Key Insights

- 1 How effectively does the ad capture the audience's attention?
- 2 Which creative elements or ad placements are most effective at capturing and holding attention?
- 3 What emotions does the ad impart on the viewer?

Limitations

Artificial Settings: given that attention measurement studies are usually conducted in controlled environments, these environments may not accurately reflect real-world conditions and how users interact with ads in a natural setting.

Influence of External Factors: Attention can be influenced by external factors such as distractions, leading to inaccurate assessments of true consumer interest.

ATTENTION MEASUREMENT PROVIDERS



Advancing Digital Measurement



Privacy Paradigm



Artificial Intelligence



Attention-forward Metrics

In today's rapidly changing digital landscape, advancing measurement techniques have become crucial for staying competitive.

This section will explore the latest innovations in digital measurement, highlighting how new methodologies and technologies are reshaping the way we assess campaign effectiveness and audience engagement.



A Paradigm Shift in Measurement Approaches

Third-party Cookies

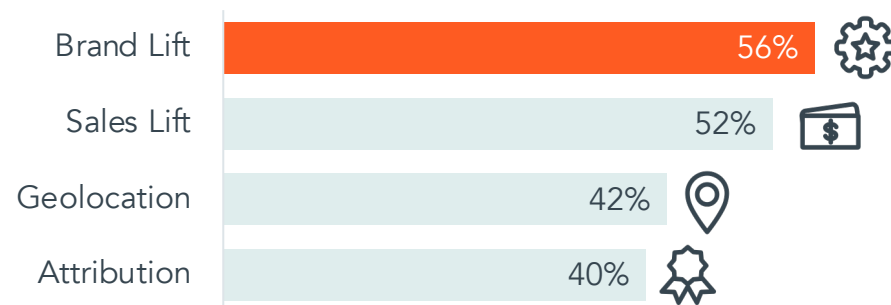
Historically, third-party cookies have been key for tracking user behavior across websites. But due to privacy-related concerns, Safari and Firefox have already phased them out, and Chrome will soon give users enhanced abilities to opt out of tracking.

This has caused a large degree of uncertainty regarding how advertisers will continue to measure their campaigns and has raised concerns about the sustainability of current measurement techniques. Impact measurement is particularly vulnerable, as it relies on tracking capabilities provided by third-party cookies to determine whether study participants were exposed to an ad.

According to TripleLift's New Era of Data Report, advertisers are most concerned about losing the ability to measure brand lift with the reduced tracking capabilities of third-party cookies. Sales lift measurement is also a concern for the majority of advertisers.



Brand Lift is Key Measurement Concern



Q: What metrics of measurement are you most concerned about losing with the deprecation of third-party cookies?

Finding New Solutions

With modern measurement techniques facing challenges, the industry must adopt new, future-proof measurement strategies and attribution models.

Trends suggest that the future of digital advertising measurement will be driven by artificial intelligence (AI) and attention-forward metrics.

As an industry, adopting these new approaches to measurement is crucial to ensure that advertisers continue to receive the high-quality insights they have come to expect.

Additionally, these innovations will help brands better understand consumer behavior and drive more efficient, outcome-based marketing strategies.

AI Goes Mainstream

Artificial Intelligence is a Game Changer for Measurement

There is a lot of buzz around the use of artificial intelligence (AI) for content creation and personalization, but the evolving role of AI in digital measurement is just as exciting! Although artificial intelligence is just getting off the ground, it has already made a huge impact.

Speed & Precision

Unlike traditional analytics technology, AI can process billions of datapoints in real time, providing more accurate and thorough data-driven analysis and avoiding human error or the need for complex analytics software.

Additionally, AI's capacity for streamlining data collection, analysis, and reporting will make many aspects of digital measurement more efficient and insightful.

Solving Attribution Challenges

Traditional models of attribution famously struggle with the complex tasks of quantifying the value of simultaneous marketing efforts and determining which efforts are most likely to contribute to customer conversion. But machine learning, a type of AI, is here to help!

Firstly, AI can integrate data from multiple sources and fill in the gaps where necessary, improving visibility across devices and platforms. Aligning and standardizing metadata will also enable interoperability and help advertisers measure cross-channel ad performance.

Secondly, AI enables the creation of more refined attribution models that can identify the most effective ads and channels for driving conversions. These AI-powered models will soon be able to assign credit to touchpoints with higher accuracy and greater speed, providing valuable insights into user journeys.

Forecasting Future Performance

Accessible Campaign Forecasting

Using predictive modeling and historical data, AI is becoming much more adept at forecasting future campaign performance.

Forecasting incrementality, for instance, is now becoming possible without the need for randomized control trials. Rather than depending on traditional control vs. exposed testing, AI can leverage historical data from similar campaigns to model the incremental lift a campaign is likely to generate.

These types of advancements are making forecasting more accessible to marketers, giving them the freedom to use predictive analytics without having to rely on data scientists.



Prediction measurement is picking up steam, with brands and agencies being able to understand the performance of their creative before it hits a consumer's eyes



Jen Lee
*Chief Customer Officer,
TripleLift*

Attention-forward Metrics Take Off

Attention Revolution

The ability to quantify attention is a catalyst for driving media efficiency and is proving to be a turning point in AdTech. New solutions that utilize attention-forward metrics can help buyers connect with environments where audiences are actively attentive and primed to view ads.

As standardized attention frameworks are defined, integration is being built into programmatic workflows and media planning strategies, giving brands and agencies the ability to buy based on attention—a true breakthrough.



Interaction Rate

Interaction rate, otherwise known as engagement rate, measures the proportion of users who interact with an ad in some way, such as expanding an ad unit, watching a video, or interacting with a carousel.



Attention Score

Attention scoring combines various engagement signals (like dwell time, scroll depth, and interaction rate) into a single score, indicating the level of attention the ad receives from users.



Screen Real Estate

Screen real estate measures the on-screen area occupied by an ad and/or the overall quality of the environment—is it crowded with other ads, does the context match, etc.

Driving Efficiency



Attention-forward metrics are now emerging as a solution to the industry's over-reliance on viewability.

Enhancing Viewability

While viewability remains essential for demonstrating that a consumer had the opportunity to see an ad, attention metrics confirm whether the consumer noticed and absorbed the messaging. By offering a more accurate picture of creative performance and engagement, these metrics provide deeper insights into the quality of interactions than traditional metrics and increase campaign visibility.

Now that attention metrics are moving beyond their days of A/B testing and making their way into programmatic buying strategies, the next step is standardization and widespread adoption. Adopting these metrics sooner, rather than later will benefit the industry in the long run and help steer ad dollars toward high-quality engagement.



We're thrilled about the potential of attention metrics, offering a future with an actionable currency that reliably predicts business outcomes through deeper, more meaningful signals



Casey Ohashi

Senior Product Marketing Manager,
TripleLift

The Path Forward

Crafting a New Narrative

The measurement landscape is rapidly transforming, and advertisers must embrace new approaches and messaging to keep pace with advancing capabilities and technologies.

As traditional digital KPIs become increasingly inadequate in today's complex advertising landscape, incorporating impact and attention measurement offers deeper insights into how campaigns shape consumer behavior, providing a more detailed view of audience engagement and perception.

The future of measurement will be defined by a renewed focus on user privacy, the integration of artificial intelligence, and the adoption of attention-forward metrics. This evolution will shift the emphasis towards evaluating the quality of audiences rather than merely their quantity.

As these changes unfold, advertisers must craft innovative marketing narratives and strategies that align with emerging metrics and technical solutions.

This transformation requires a fundamental rethinking of how advertisers connect with audiences, leveraging new data sources and cutting-edge technologies to thrive in the evolving digital environment.





Thank You



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About TripleLift

We're TripleLift, an advertising platform on a mission to elevate digital advertising through beautiful creative, quality publishers, actionable data and smart targeting. Through over 1 trillion monthly ad transactions, we help publishers and platforms monetize their businesses. Our technology is where the world's leading brands find audiences across online video, connected television, display and native ads. Brand and enterprise customers choose us because of our innovative solutions, premium formats, and supportive experts dedicated to maximizing their performance.

As part of the Vista Equity Partners portfolio, we are NMSDC certified, qualify for diverse spending goals and are committed to economic inclusion. Find out how TripleLift raises up the programmatic ecosystem at triplelift.com.

Contributors

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Appendix



Brand Lift Analysis

Methodology

Brand lift studies survey two sample groups—one with respondents who have seen an ad and one control group that has not. By comparing the two groups' responses, the ad's effect on key brand metrics can be determined.

Questions Answered

- Has the campaign increased awareness of the brand?
- Has the campaign improved consumers' favorability towards the brand?
- Do consumers remember seeing specific ads from the campaign?
- Are consumers able to associate the ad's message with the brand?
- Are consumers more likely to consider the brand for future purchases?
- Are consumers more likely to take specific actions (e.g., visit the website, engage with social media, visit a store) after seeing the ads?
- How does awareness and favorability of the brand compare to other brands in the product category?

Limitations

- **Sample accuracy:** participants in brand lift studies may not accurately reflect the broader target audience, which may happen if the sample is too small, demographically unbalanced, or chosen from a non-random group, resulting in findings that don't accurately represent the entire audience
- **Attribution Complexity:** brand lift studies may face challenges in pinpointing the specific impact of individual advertising efforts amidst other marketing activities and external factors that influence consumer behavior

Key Metrics

Awareness, perception, ad recall, purchase intent, purchase consideration, and efficacy of campaign messaging

Foot Traffic Analysis

Methodology

Foot traffic studies survey two sample groups—one with respondents who have seen an ad and one control group that has not. By comparing the two groups' foot traffic, the ad's effect on key brand metrics can be determined.

Questions Answered

- Do digital ad campaigns drive an increase in foot traffic to physical stores or locations?
 - How much foot traffic can be directly attributed to the digital ad campaign, as opposed to other factors?
 - What is the return on investment (ROI) of the digital ad campaign in terms of generating store visits?
 - Are there specific locations or regions where the digital ad campaign is more effective in driving foot traffic?
 - Which elements of the campaign (e.g., messaging, creative, format) were most effective in driving foot traffic?
-

Limitations

- **Purchase Insight:** foot traffic analysis doesn't provide insight about whether the consumer bought anything, and if so, what they bought
 - **Influence of External Factors:** foot traffic can be influenced by external factors such as weather, events, or a customer propensity to visit the store regardless of seeing an ad
 - **Accuracy:** geolocation technology typically can't measure locations on different floors of a shopping center or building, and therefore could miscount foot traffic
-

Key Metrics

Incremental foot traffic, foot traffic lift

Sales Lift Analysis

Methodology

Sales lift studies track sales of two sample groups—one with respondents who have seen an ad and one control group that has not. By comparing the two groups' spending habits, the ad's effect on key brand metrics can be determined.

Questions Answered

- How did the campaign contribute to sales?
- Are campaign investments delivering against ROI goals?
- What was the return on ad spend?
- What impact did the campaign have on a household-by-household basis?
- How does the increase in sales lift compare against product and industry norms?
- Which elements of the campaign (e.g., messaging, creative, format) were most effective in driving sales?
- What optimizations can be made for future campaigns to better drive sales?
- How did sales vary across different regions or markets where the campaign was active?

Limitations

- **Data Accessibility:** sales lift studies rely on accessibility of sales data to determine if sales have increased as a result of the campaign, and therefore aren't always feasible
- **Cost:** sales lift studies can be costly to run, and therefore are more suitable to campaigns with larger budgets
- **Challenges Capturing Niche Audiences:** niche audiences can be difficult to measure using sales lift

Key Metrics

Incremental spend, return on ad spend (ROAS), household penetration, basket size, purchase occasions

Attention Analysis

Methodology

Attention measurement studies are typically conducted in controlled environments where users' reactions are monitored and then aggregated

Questions Answered

- Has the campaign increased awareness of the brand?
- Has the campaign improved consumers' favorability towards the brand?
- Do consumers remember seeing specific ads from the campaign?
- Are consumers able to associate the ad's message with the brand?
- Are consumers more likely to consider the brand for future purchases?
- Are consumers more likely to take specific actions (e.g., visit the website, engage with social media, visit a store) after seeing the ads?
- How does awareness and favorability of the brand compare to other brands in the product category?

Limitations

- **Artificial Settings:** given that attention measurement studies are usually conducted in controlled environments, these environments may not accurately reflect real-world conditions and how users interact with ads in a natural setting
- **Influence of External Factors:** Attention can be influenced by external factors such as distractions, leading to inaccurate assessments of true consumer interest.

Key Metrics

Brand awareness and perception, ad recall, purchase intent and consideration, and efficacy of campaign messaging