

# Leveraging Lucid Impact Measurement by Cint for Deeper Insight into the Impact of Magnite CTV

\*Brands are eligible for a complimentary brand lift study for campaigns that run through Magnite's Managed Service offering (min spend applicable).

For more information,  
please reach out to  
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or your Magnite  
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Magnite's partnership with Lucid Impact Measurement by Cint delivers buyers proprietary brand lift metrics in order to measure cross-channel campaign success and optimize media performance in real-time.\*

## The Opportunity

Quantify the direct impact of a premium restaurant brand's CTV ad campaign using Lucid's brand lift study offering, based on 5 key measurement KPIs:



Brand Consideration



Ad Recall



Purchase Intent



Brand  
Recommendation



Brand Attributes

## Campaign Characteristics

- Format: CTV
- Timing: Sept–Nov, 2023
- Targeting: Ages 25–54
- Geo: Canada



## The Results/Metrics

Lucid surveyed consumers after they were exposed to Magnite's CTV campaign for a premium restaurant brand.

- The campaign saw a strong performance lift of **+8%** in both Ad Recall, Purchase Intent & Brand Consideration amongst key demographics.

### Household Income:

Users with a household income of \$25–\$50k showed a purchase intent **lift of 9%**

### Age Groups:

Users between the ages of 45–54 showed an Ad Recall **lift of 8.8%**

**Optimal Frequency:** Results were strongest from users who saw the ad **4–9 times** throughout the lifetime of the campaign.