



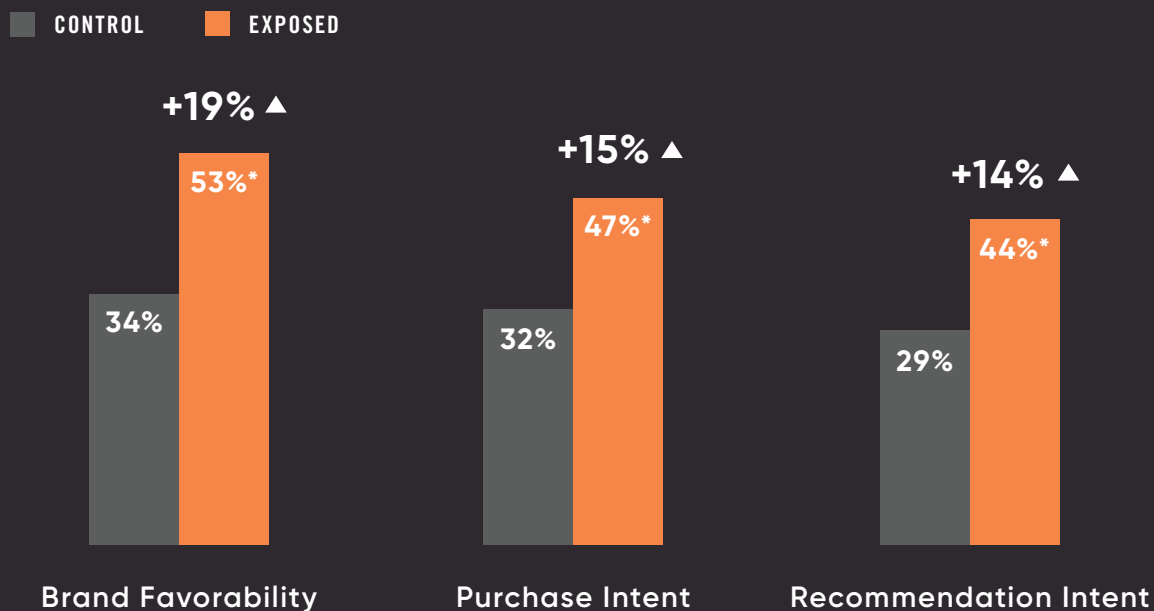
BRAND LIFT CASE STUDY

# GO ADVERTISING DROVE LOWER FUNNEL KPIs



## CPG Advertiser Saw Significant Increases in Favorability & Intent Metrics

4Q19-1Q20 CPG Brand Campaign Measured Across  
Desktop, Mobile, and CTV GO Platforms



▲ Discovery, Inc. Campaign Deltas Delta: The percentage point difference between control and exposed groups

Source: 2020 Kantar Millward Brown + Discovery, Inc. CPG Campaign Brand Lift Insights  
Recruitment: 11/12/19-3/18/20 Sample: Adults 18+ \*Significant increase at 90% confidence level