

Comcast's AudienceXpress, an industry-leading, audience-targeting media solutions platform, has partnered with Upwave, the analytics platform for brand advertising, to level-up brand measurement on behalf of their clients.

In partnership with Upwave, AudienceXpress measures and optimizes brand outcomes.

AudienceXpress has proven their brand-building power across dozens of campaigns, and millions of impressions measured.

**100%** of campaigns had at least one KPI with positive lift.

**83%** of campaigns had at least one KPI that beat Upwave Norms.

**28**  
Campaigns

**525M+**  
Impressions

**+4.5%**

Ad  
Recall

**+3.3%**

Aided  
Awareness

**+2.0%**

Familiarity

**+1.7%**

Message  
Association

**+1.3%**

Favorability

**+1.1%**

Consideration

# Case Study: Optical Retailer

AudienceXpress partnered with Upwave to measure and optimize the brand performance of a full-service Optical Retailer—assessing reach and performance among target audiences, and the impact of the campaign on overall brand performance.

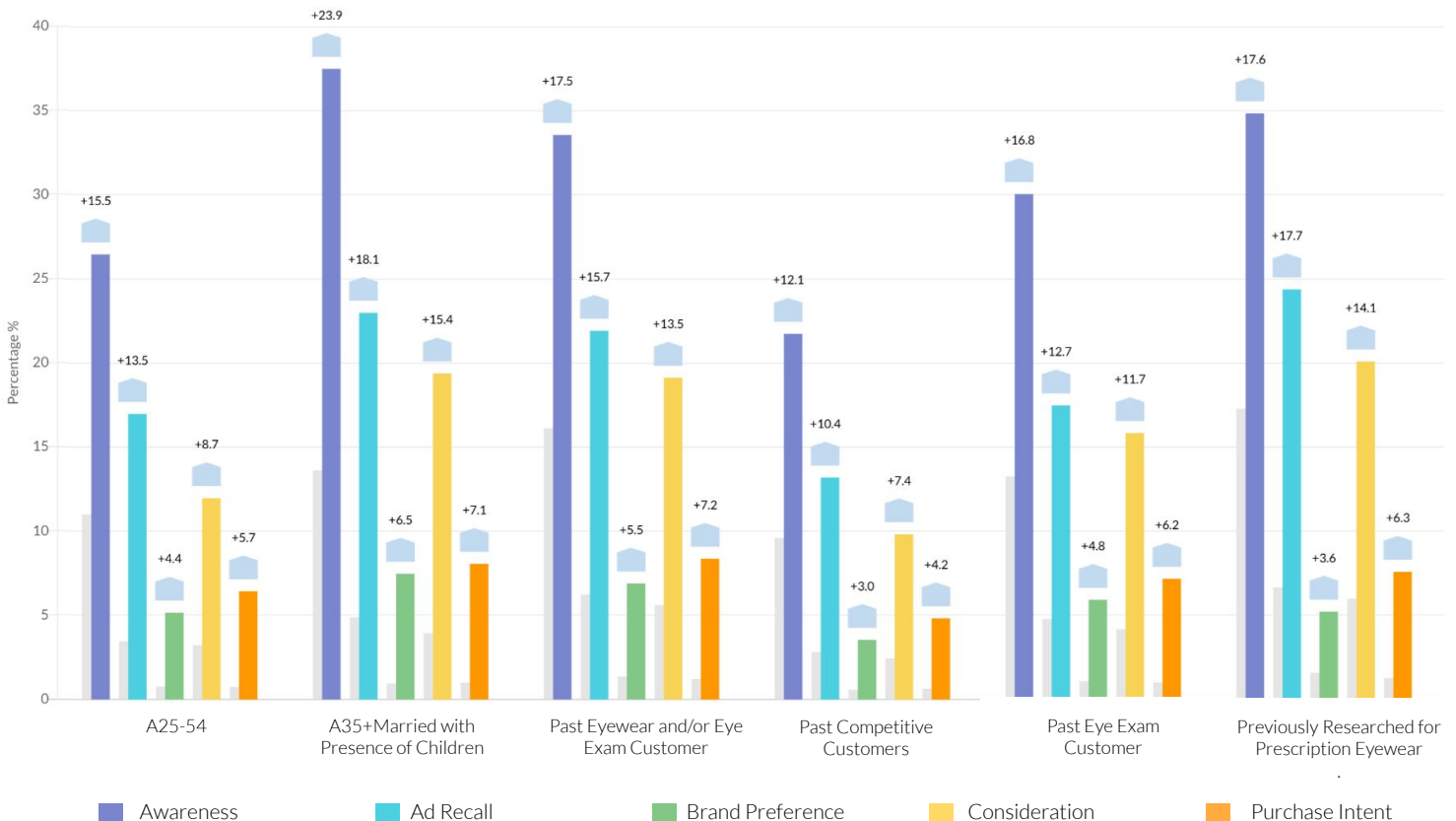
## Overall KPI Lift

The campaign achieved significant lift across KPIs throughout the brand funnel, with impressive performance against the overall audience.

	Awareness	Ad Recall	Brand Preference	Consideration	Purchase Intent
<b>Overall Lift</b>	13.0%	11.0%	3.7%	8.3%	4.9%

## Performance Across Target Audiences

In addition to positive lift across the brand funnel for the overall audience, Upwave data proves that AudienceXpress performed well across *all* six key, brand-specific target audience segments, ranging from "Past Eye Exam Customer" to "Previously Researched for Prescription Eyewear."



All percentage numbers are Percentage Points Lift

# Case Study: Personal Finance App

AudienceXpress partnered with Upwave to measure and optimize the brand performance of a Personal Finance App—assessing overall performance among key audiences, as well as against Upwave Industry Norms.

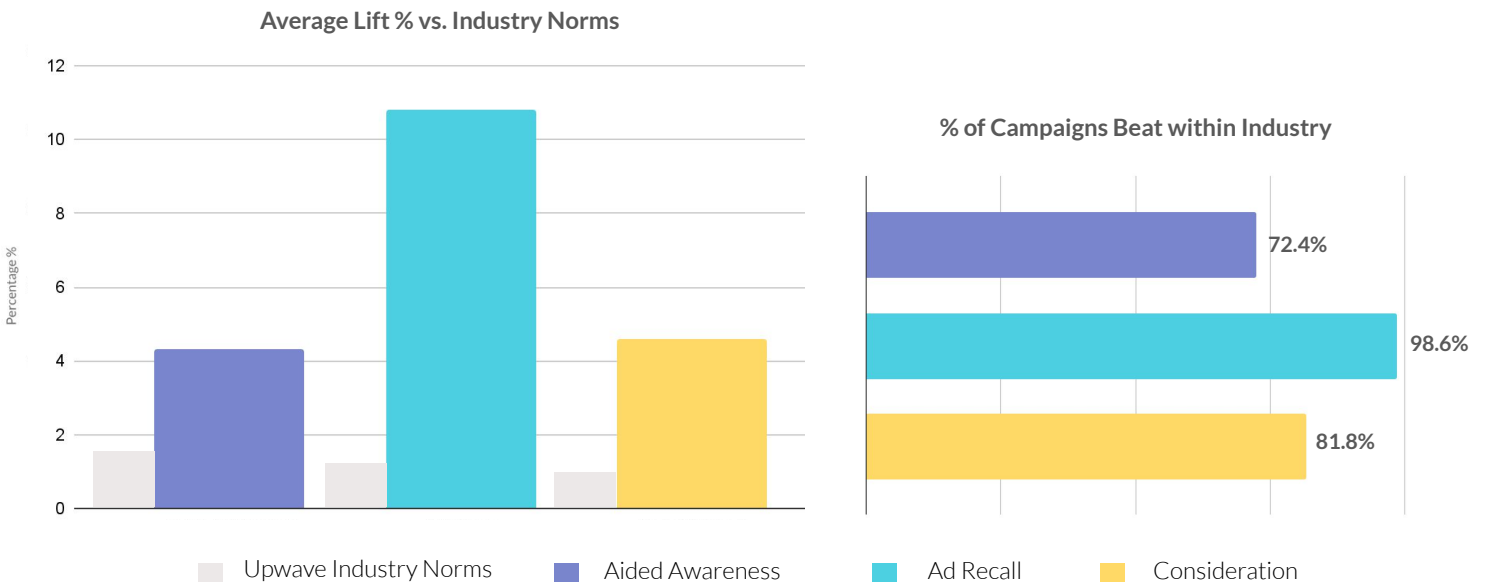
## Overall KPI Lift

This campaign performed well overall, achieving positive lift across three main brand KPIs.

Overall Lift	Awareness	Ad Recall	Consideration
	4.3%	10.8%	4.6%

## Performance vs. Industry Norms

Further Upwave analysis shows this Personal Finance App’s campaign on AudienceXpress not only performed well, but significantly better than Upwave Industry Norms\* (in the Consumer Technology & Services Platforms vertical) for these brand KPIs.



All percentage numbers are Percentage Points Lift; \*Upwave uses rigorous meta-analysis methods to calculate average brand lift by KPI for each industry vertical. See [further reference](#) on methodology. Where campaigns are not already labeled by industry, Upwave’s Generative AI agent Bayes has been trained to classify them.

## Performance Among Target Audiences

While all audiences saw positive brand lift, Upwave surfaced differing results in performance by KPI for the brand’s target audiences.



Lift was remarkably more enhanced among the brand’s “Thrivers” target audience—made up of financially confident, employed 18-54 year olds—for Ad Recall and Consideration.



For the brand’s “Balancers” audience—made up of younger adults who have less extensive knowledge of financial investments—the campaign produced notable increases in Ad Recall.