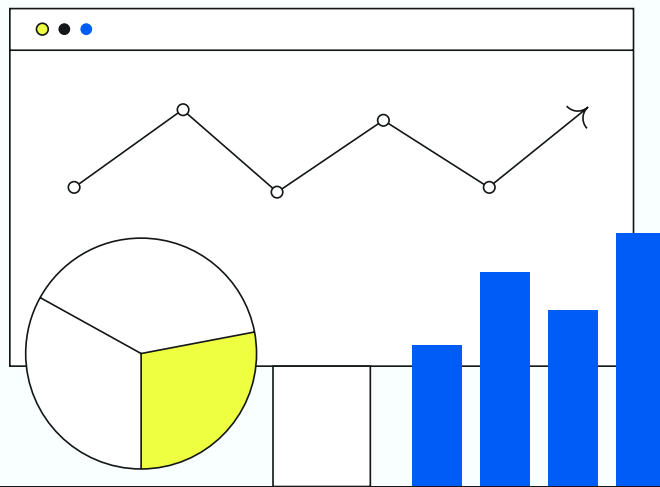WITHIN | Google

THE FUTURE OF BRAND MEASUREMENT ↗

WITHIN 's Partnership with Google

In today's dynamic digital landscape, WITHIN leads in marketing innovation, particularly in performance branding, by consistently integrating cutting–edge technologies to enhance client success. Accurate measurement is crucial, especially for assessing the effectiveness of brand initiatives and upper–funnel strategies. Recently, we enhanced our custom measurement and reporting capabilities through a partnership with Google, utilizing their owned and operated measurement tools.

WITHIN conducted a measurement workshop to test several advanced Google measurement tools and data dashboards, specifically to assess the impact of media investments and overall brand health for our clients. By leveraging advanced tools, we've enabled our clients to not only meet but also exceed their marketing and business objectives.

MEASURING REAL-TIME BRAND HEALTH AND PERFORMANCE

with Google's Brand Impact Suite

- Brand Share of Voice
- Non Brand Impact
- Brand Impact Dashboard
- Brand Excellence

At WITHIN, we understand the importance of being responsive to market trends and consumer behaviors. We use Google's Customer Brand Dashboards as a dynamic interface for monitoring various brand performance metrics. For brand and performance campaigns, we often conduct multiple Brand Lift and Search Lift studies across various YouTube campaigns. Aggregating these results into a comprehensive dashboard is crucial for gaining insights into the overall media value.

Using these dashboards, we monitor real-time brand performance metrics, offering a holistic view of our clients' market standings. This tool aggregates data across platforms, enabling us to track and enhance the effectiveness of YouTube campaigns. By understanding and adhering to YouTube best practices, we help our clients optimize their strategies sustainably within brand guidelines.

Understanding your brand's health is crucial to refining marketing efforts. Brands often lack defined problems and specific metrics to guide their marketing efforts. Our use of Google's Brand Impact products not only aids in strategic planning but also provides visibility into how these efforts shift key brand health indicators. In conjunction with Media Mix Models (MMMs) that link investment to business outcomes, this approach bridges the gap by highlighting the broader impact of marketing efforts on brand health.

WITHIN | Google

VALIDATING CHANNEL VALUE

With the Incrementality Bundle Solution

The Incrementality Bundle Solution has been key in addressing questions about Google's channel value.

For example, two of our major retail clients needed to determine the contribution of their YouTube investments across the full marketing funnel – our test proved upper/mid funnel impact. While both brands considered omnichannel strategies, measuring indirect benefits or halo effects was challenging. We used the GeoX incrementality test framework to evaluate YouTube's impact on these clients. Through a two-cell test, we determined whether customer behavior changed after ad exposure. To reinforce the GeoX findings, we integrated user-based incrementality solutions like Brand Lift and Search Lift. These studies confirmed the creative's effectiveness and its ability to increase brand search volume.

By combining these tools, we've gained deeper insights into channel incrementality, which is crucial for brands aiming to validate the true impact of their media strategies and improve their measurement frameworks. As Think with Google suggests, a robust measurement approach should include incrementality across all channels to inform strategic decisions and optimize marketing investments. At WITHIN, our measurement stack is based on this principle, providing our clients with a comprehensive view of their marketing effectiveness.

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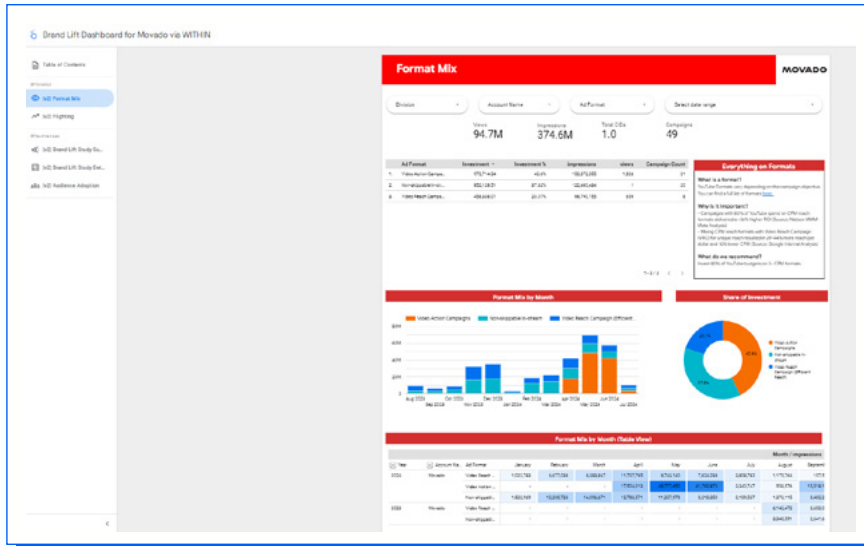
Uncovering the "Invisible" Impact of Ads with
OVERLAP ANALYSIS

Our Performance Branding experts ensure that marketing channels work together, not independently. We help clients understand the impact of upper–funnel tactics like YouTube on lower–funnel performance, which is often challenging to measure accurately. Through Google's Overlap Analysis, we have shown how these campaigns contribute to increased reach and conversions. By exploring the synergy between different campaign sets, we've identified how they enhance each other, boosting user engagement and conversions throughout the funnel.

In a PMax + Search study, PMax increased advertising reach by 39% on top of Search. Users exposed to both campaigns were 1.8 times more likely to convert than Search-only users.

Furthermore, in a VAC/Discovery + Search/PMax study, the user conversion rate was higher when users were exposed to both VAC/Discovery and Search/PMax campaigns.

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MEASURING HOLISTIC PERFORMANCE

With Account tCPA and tROAS dashboards

At WITHIN, we focus on measuring performance holistically, recognizing that media channels do not operate in silos. To directly compare Google's performance with other major social platforms such as Meta, TikTok, and Snap, we utilized Account tCPA and tROAS dashboards. These tools provided a comprehensive view of account performance, incorporating insights from View–Through Conversions, which are crucial for tracking fluctuations in CPA and ROAS over specific periods. By filtering specific conversion actions and campaign types, we were able to effectively evaluate the impact of media initiatives on client keyword search volume.

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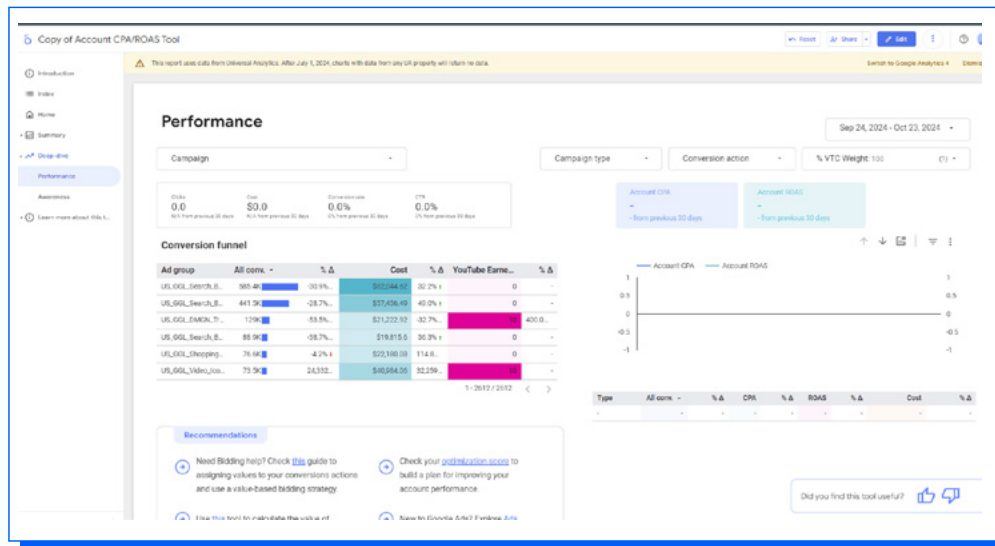
🔍 CAPITALIZING ON EMERGING SEARCH TOPICS & CATEGORIES

With Search Scout

When working with our clients, we go beyond media planning and management — we often provide guidance and support for broader business decisions. For example, we use search term insights and trends not only to inform our SEM strategy, but also to assist clients with R&D decisions. Search Scout is one of the dynamic tools that enhances our ability to identify and act on trending search topics, which is crucial in today's fast-paced market. This capability allows us to refine targeting, tailor content creation, and strategically adapt our overall marketing efforts.

Understanding search trends is essential for all of our clients. Search Scout enables us to capture these trends by integrating relevant keywords into our marketing campaigns. This not only boosts the visibility and relevance of our promotions but also helps pinpoint consumer preferences and demands.

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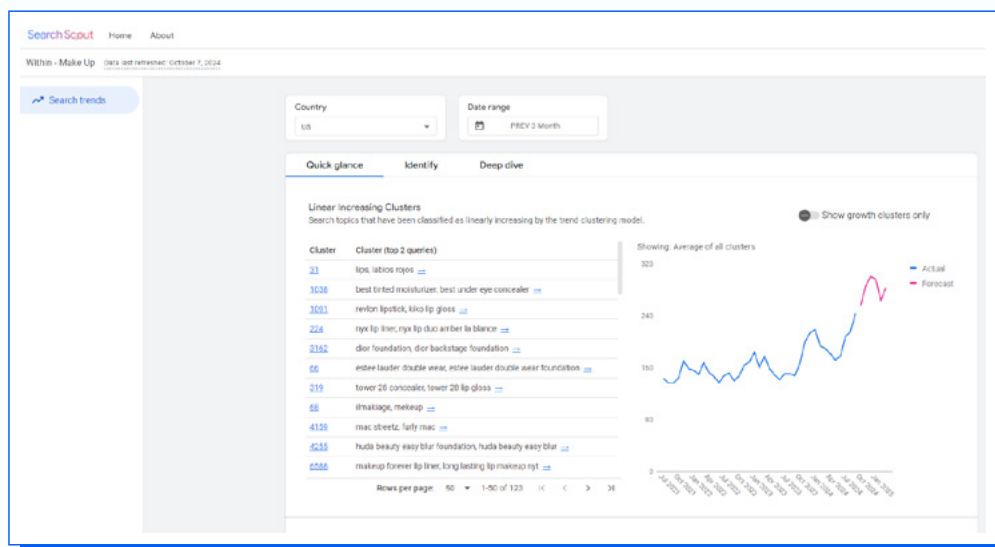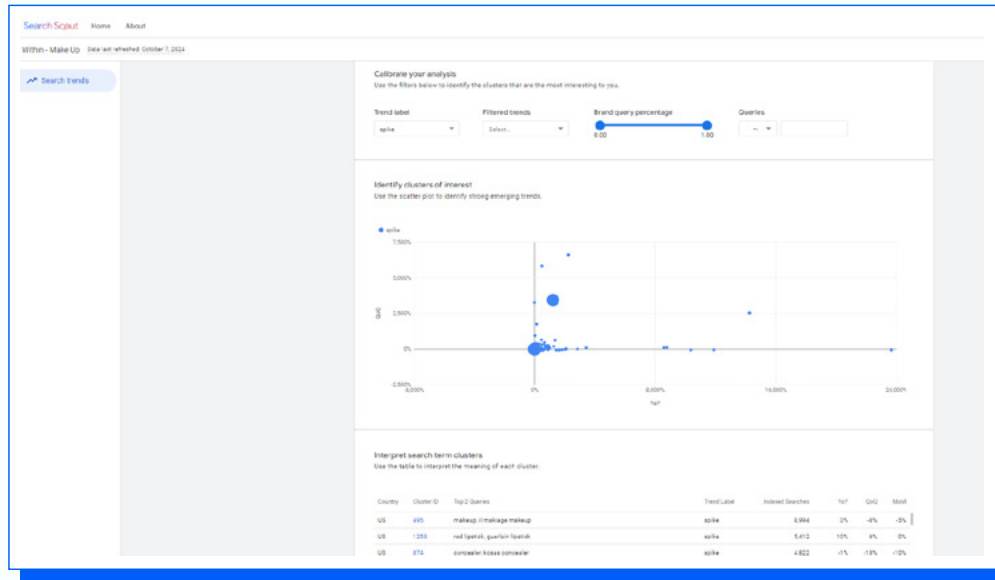
At **WITHIN**, we are continuously refining our strategies and adopting the latest technologies, keeping our clients at the forefront of their industries and enabling them to not only anticipate but also shape market trends. This proactive approach helps them confidently capitalize on opportunities and navigate challenges, maintaining industry leadership throughout all seasons. With our strategic use of *Google's Agency Measurement* tools, we are able to provide our clients with the insights needed to stay competitive and meet their business goals.