

**REVOLUTIONIZING AWARENESS CAMPAIGNS: ALLOWING ADVERTISERS TO OPTIMIZE DIRECTLY ON A KPI THAT TRULY MATTERS: AWARENESS IMPACT**

**ROUNDTABLE CHAIRS**



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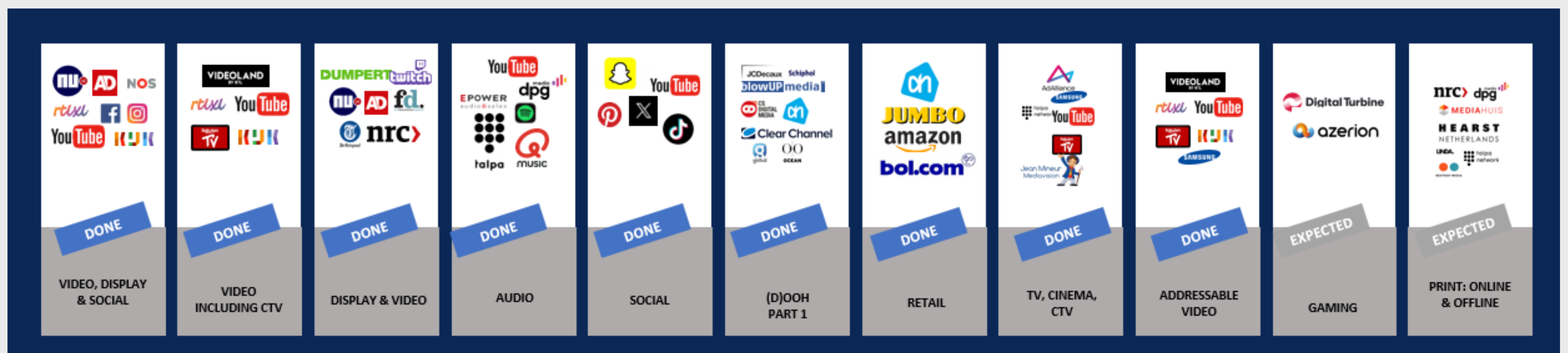
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**ROUNDTABLE SUMMARY**

In the realm of awareness campaigns, prioritizing ROI proves elusive due to the absence of effective metrics. Attention, though valued, remains a mere proxy. Publishers struggle to demonstrate format value, hindering data-driven planning. The solution? Introducing QRP and Qreach, new currencies measuring media's qualitative value. By partnering with industry leaders and investing in impactful studies, a revolutionary approach emerges. Leveraging AI and comprehensive data, campaigns are optimized with unprecedented precision, yielding a 12% average increase in ROI. This breakthrough method, embraced globally, has transformed advertising strategies, delivering remarkable results for brands like a 23% boost in awareness impact. Collaboration and innovation have reshaped the landscape, fostering transparency, efficacy, and industry-wide advancement.

**ROUNDTABLE KEY TAKEAWAYS**

1. Understand how cross-channel optimization with one new and holistic KPI is possible, and how that can extend beyond attention
2. Uncover how to set up a successful partnership to support collaborations to address industry measurement challenges
3. Learn how innovative research methodologies can allow to compare awareness across all the media channels
4. Be inspired on how the right data & integration of AI lead to direct optimization on ROI on awareness



**WORKING WITH 42 PARTNERS FOR EXTENSIVE AWARENESS IMPACT DATA**