

Independent study confirms significant ROI from Happydemics' Brand lift solution

Research found that Happydemics' Brand lift solution achieved a 47% ROI, demonstrating measurable business impact for adtechs, publishers and broadcasters.

London, UK, 16 September 2025 - Adtech company [Happydemics](#) today announced the findings from a commissioned study conducted by [Forrester Consulting](#), which found that a composite organisation, representative of interviewed customers with experience using Brand lift, achieved a 47% return on investment over three years and significant efficiency gains. The research confirmed that Brand lift serves as a real growth driver, going beyond its role as a measurement tool

According to the research, strategic accounts that consistently used Brand lift increased their annual investment by 20%, underscoring the solution's ability to unlock incremental profit from high-value customers.

The study also found major efficiency gains. Projects that previously required 35 hours of senior insights time now take just over 5.5 hours, with insights delivered fast enough to optimise live campaigns. What was once a reporting exercise is now a driver of real-time performance.

Brand lift further strengthened client relationships by opening new paths for upselling and retention. Bundling the solution into premium packages encouraged advertisers to extend campaigns by 15%, while half of all new clients chose to re-engage, positioning Happydemics' Brand lift solution as a proven sales differentiator that boosts credibility, accelerates decision-making, and reinforces the role of providers as premium partners.

With recent reports showing that [87% of UK B2B marketers](#) struggle to prove ROI and 39% citing integration issues between data platforms, many campaigns risk going unmeasured or undervalued. Marketers are often faced with fragmented, costly, and inconsistent measurement, making cross-market comparisons difficult and leaving smaller campaigns overlooked. This makes independent brand lift studies increasingly important for proving marketing's real impact.

"In today's market, advertisers face growing pressure to prove the effectiveness of every euro spent. They want outcome-based metrics that clearly show brand impact, especially for awareness and consideration campaigns where traditional measurement often fails. We believe this study shows that standardizing Brand lift across campaigns and channels not only reassures advertisers but also strengthens the long-term business value of the media partners they choose to invest in," said **Tarek Ouagguini, CEO and founder of Happydemics**

Brand lift - measuring ad impact with metrics such as brand awareness, audience consideration, purchase intent and preference - is becoming increasingly useful in a highly fragmented ad industry.

Using the tool, advertisers can link creative to brand outcomes, show which channels and formats deliver the strongest impact, and use these insights to adjust spend and scale campaigns.

“These metrics allow us to have a wider conversation. Customers view us now less as a vendor and more as a partner with insights on how they should spend their money.” **Director, Data Partnerships, advertising technology**

“It’s confirmed – efficient ad measurement drives sustainable growth. The findings show that Brand lift is not just a cost or a compliance tool, but a real source of revenue and performance. This study reinforces our position as a trusted third party for the industry and as a driver of long-term advertising success,” **Ouagguini** added.

ENDS

Editor’s note

Happydemics commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realise by deploying its Cross-channel Brand lift solution. The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Cross-channel Brand lift solution on their organizations.

Total Economic Impact is a methodology developed by Forrester Research that enhances a company’s technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realise the tangible value of business and technology initiatives to both senior management and other key stakeholders.

About Happydemics

Founded in 2015 by Tarek Ouagguini, Happydemics has established itself as a trusted third party in measuring advertising performance. Its Brand Lift solution enables adtech platforms, DSPs, agencies, and media owners around the world to demonstrate the real impact of cross-channel media investments (DOOH, CTV, VOD, audio, in-game, display, etc.) on exposed audiences.

With a unified, privacy-friendly methodology and full-funnel analysis, Happydemics delivers transparency and actionable insights, making it a key partner for maximizing campaign profitability.