



Proving Real Ad Impact: MarketStar's Brand Lift & Conversion Lift Solutions

Our Brand Lift and Conversion Lift solutions equip AdTech account teams with statistically validated proof of ad impact, paving the path to confident renewal conversations, advertiser budget growth, and lasting platform relationships.



1,300+

Lift studies executed

800+

Advertisers supported

80–90%

Advertiser continuation rate

3.74x

More return than last-click showed (e-commerce)

EXECUTIVE SUMMARY

In an era of signal loss and fragmented consumer journeys, traditional marketing metrics fail to show true business impact. Evolving privacy standards and increasingly complex consumer journeys have made it more difficult to determine which marketing activities are driving measurable growth.

MarketStar's **Brand Lift and Conversion Lift solutions** eliminate guesswork by applying rigorous experimental design to isolate true incremental impact, giving advertisers the statistically validated evidence to optimize investment, validate business impact, and make more confident commercial decisions.

INDUSTRY CONTEXT

Advertisers Are Looking Beyond Traditional Attribution to Validate Business Impact

The digital advertising landscape has fundamentally changed. The deprecation of third-party cookies, privacy frameworks such as Apple's App Tracking Transparency (ATT), and evolving data regulations have disrupted traditional tracking models.



Flawed Attribution

Last-touch and multi-touch attribution (MTA) models are increasingly inaccurate.



The Shift to Causal Proof

Sophisticated brands are moving away from correlation-based metrics (clicks, impressions) toward causation-based measurement.



Scientific Testing

Randomized Controlled Trials (RCTs) have become the industry standard for validating marketing investment.

ADVERTISER CHALLENGES

The Hidden Cost of Attribution Gaps

Performance reporting captures what occurred during a campaign but does not always distinguish between attributed activity and true incremental impact. Recognizing the gap between the two is essential to making better commercial decisions. Without that distinction, advertisers face structural obstacles that can obscure the true return on their ad spend:

- **The Retargeting Trap:** Ad networks optimize for users most likely to buy, meaning brands routinely pay to serve ads to loyal, organic customers who would have purchased anyway.
- **Over-Credited Channels:** Platform dashboards frequently double-count or over-credit conversions, creating an artificial, inflated view of Return on Ad Spend (ROAS).
- **Underfunded Awareness:** Upper-funnel campaigns that build long-term brand equity are unfairly penalized by last-click models because they do not immediately generate a direct click-to-purchase.
- **Wasted Ad Spend:** Without a clear picture of incrementality, brands unknowingly scale budgets into saturated audiences, driving up Customer Acquisition Costs (CAC) without moving the baseline revenue needle.

THE OPPORTUNITY

Advanced Incrementality Unlocks Better Growth Decisions

By pivoting from volume-based tracking to incrementality-led measurement, advertisers gain a clearer view of where marketing investment creates measurable value. That visibility enables more effective budget allocation, stronger planning decisions, and investment that supports long-term profitability.

This creates opportunities to:

- **Isolate True Incrementality:** Distinguish between net-new revenue driven by advertising and baseline revenue that occurs naturally.
- **Optimize Budget Allocation:** Identify where spend has plateaued or become redundant, allowing investment to be reallocated toward higher-growth opportunities.
- **Calibrate Marketing Mix Models (MMM):** Use empirical ground-truth test data from lift studies to accurately train and validate high-level econometric models.
- **Protect Operating Margins:** Scale media investment while protecting long-term profitability.

OUR SOLUTION

Brand & Conversion Lift Measurement Across the Full Marketing Funnel

The distinguishing feature of this end-to-end testing framework is its ability to measure consumer behavior across the entire marketing funnel.

Scientific audience splits are orchestrated to isolate a **Treatment Group** (exposed to ads) against a clean **Control Group** (withheld from ads) to measure both brand and conversion outcomes, enabling statistically validated evidence across every stage of the advertiser journey.

01 — BRAND LIFT STUDIES (Upper Funnel)

Brand lift studies quantify the psychological shift in consumer perception using native, randomized on-platform polling.

Ad Recall	Brand Awareness & Favorability	Purchase Intent
Measures if your creative is memorable enough to break through digital noise.	Quantifies how well your messaging drives long-term brand equity and preference over competitors.	Tracks immediate shifts in consumer consideration and the likelihood of future pipeline demand.

02 — CONVERSION LIFT STUDIES (Lower Funnel)

Conversion lift studies integrate deep data signals to measure concrete, down-funnel financial actions caused directly by your media.

Signal Integration	Incremental Conversions & Revenue	Incremental ROAS (iROAS) & iCPA
Utilizes first-party data, Conversions API (CAPI), and secure CRM matchmaking to track users past the click.	Delivers the exact number of sales, leads, or sign-ups that would have dropped to zero without your campaign.	Establishes your true financial efficiency metrics, completely stripped of organic baseline noise.

PROVEN OUTCOMES

Measurable Outcomes Since 2023

Financial Performance & Efficiency

20% to 30% Reduction in Blended CAC Lower customer acquisition costs achieved by reducing investment in non-incremental audiences and redundant retargeting spend.	True iROAS Discovery Protect operating margins and demonstrate real-world profitability through statistically validated Incremental Return on Ad Spend (iROAS).	Up to 15% Less Wasted Media Spend Reduce ad waste by up to 15% by instantly identifying and eliminating ad sets that cannibalize organic traffic within the first 60 days.
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Strategic Scaling & Growth

40%+ Scalable Budget Growth Scale total ad budgets by 40%+ with mathematical certainty, eliminating the fear of performance plateaus.	Validated Multi-Channel Allocation Clear up channel disputes through accurate cross-platform attribution across paid social, programmatic, and search.	Validated Upper-Funnel Investment Prove the long-term dollar value of upper-funnel storytelling, justifying the budget needed to fill the pipeline with future buyers.
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Operational Excellence & Insights

Validated Ad Tech & Creative Identify the exact creative formats and audience segments that yield the highest incremental lift, building a repeatable playbook for production teams.	Clean Data for Predictive Models Use empirical ground-truth lift data to calibrate and fine-tune internal Marketing Mix Models (MMM) and multi-touch attribution software.	Scientific Executive Reporting Replace ambiguous proxy metrics with boardroom-ready causation data, building absolute institutional trust in marketing performance.
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PROOF POINTS

Consistent Results Across Verticals

Every lift study delivered findings that account teams could use in real commercial conversations: vertical-specific benchmarks, budget reallocation insights, and channel recommendations that advertisers could take directly to their own leadership.

VERTICAL	OUTCOME 1	OUTCOME 2
E-commerce	18.7% conversion rate lift	3.74x incremental ROAS, complementing last-click data
Financial Services	28% improvement in blended CAC	22.3% account-opening lift (digital banking)
E-commerce (single)	\$4.87M incremental revenue, single study	Statistically validated via RCT
Select verticals	Up to 150% budget increases	Following study completion

ABOUT MARKETSTAR

MarketStar has spent **38+ years** helping the world's leading technology and AdTech companies build, scale, and optimize revenue-generating teams. Through its **Sales-as-a-Service®** model, MarketStar embeds specialist capabilities directly within account management and renewal workflows, so that insight reaches commercial conversations at the moment it can change outcomes.

Our brand measurement solutions have been in active deployment since 2023, supporting over **1,300** lift studies across **800+** advertisers. The **80–90%** advertiser continuation rate reflects what the model delivers when measurement is structured as part of the account management workflow.

True incremental impact, proven scientifically.
Confident renewal conversations.
Budgets that scale without guesswork.



We create growth.

Speak to an AdTech Sales Specialist