

Maximizing Ad Effectiveness for EMERGING BRANDS

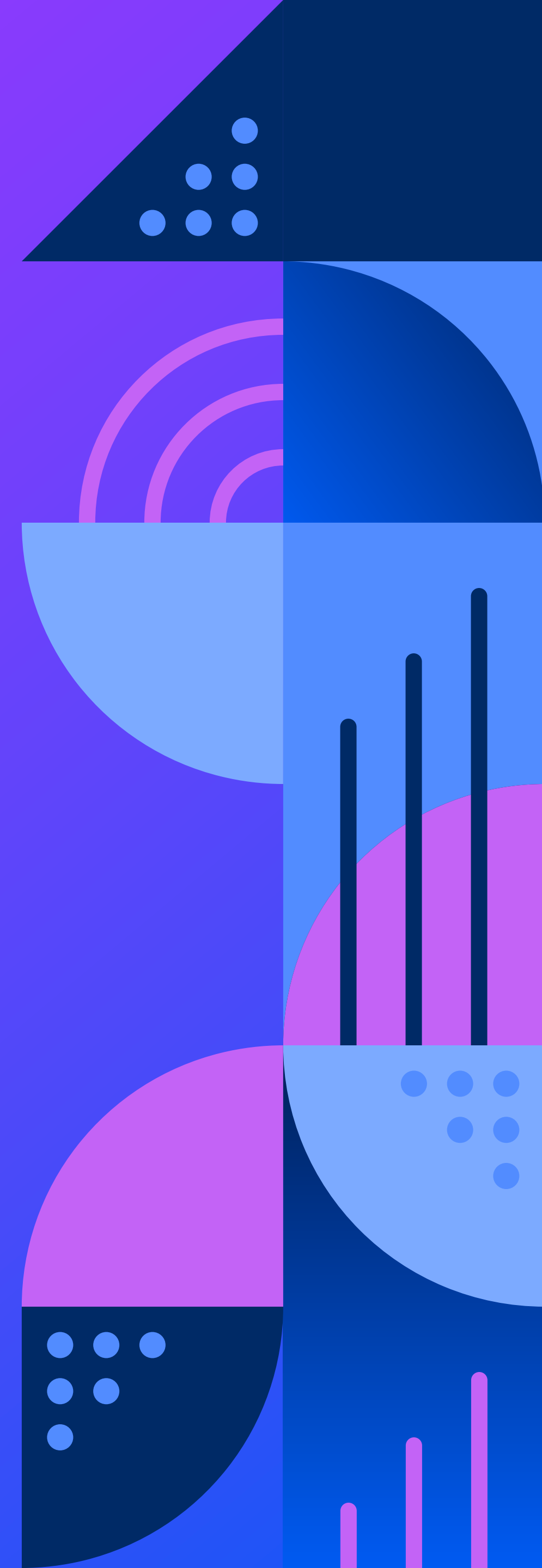
Using benchmarks to fuel breakthrough performance

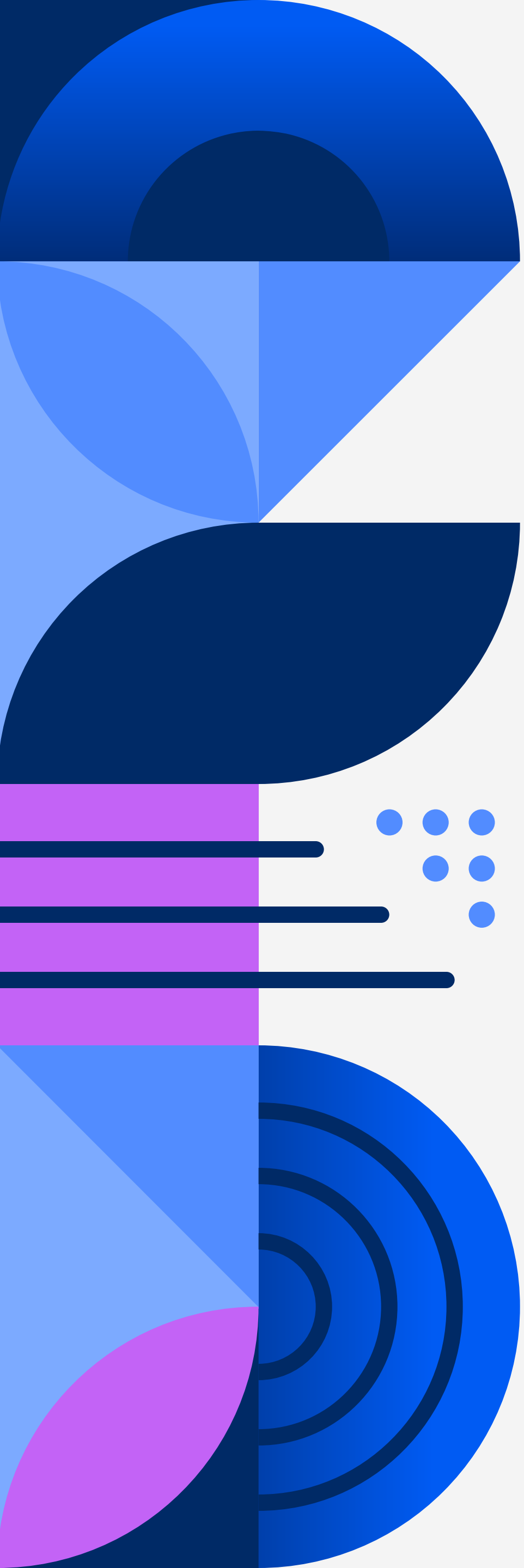


The challenge of scaling an emerging brand

Emerging brands (those with aided awareness between 34% and 66%) sit at a pivotal moment. They've built initial awareness but now must deepen engagement, stand out from competitors, and drive conversions. At this growth stage, the focus shifts from getting noticed to creating loyal consumer connections that lead to more action. Unlike new brands focused on introducing themselves to the market, emerging brands need to solidify their position and ensure advertising does more than reach audiences. It should reinforce mid-funnel differentiation, build trust, and encourage repeat engagement.

1. How your brand stands out mid-funnel
2. How your messaging builds trust
3. How your campaigns drive loyalty





Understanding DISQO's Ad Effectiveness Benchmarks

DISQO's Ad Effectiveness Benchmarks empower brands to confidently measure and compare ad success across every channel and tactic. Sourced from over 1,650 campaigns measured from March 2021 to December 2024, our benchmarks uncover how advertising drives both brand outcomes—like awareness, favorability, and familiarity—and performance outcomes, including search, site visits, and e-commerce activity.

Through a true cross-channel measurement lens, we help marketers move beyond guesswork and understand exactly what's moving the needle. Whether the goal is building brand equity or driving direct actions, DISQO's benchmarks help translate campaign results into clear, actionable insights that fuel growth.

Emerging brands lead in awareness, but need more differentiation

Emerging brands see strong **aided awareness** (+2.43 points) but still struggle to stand out with **tagline association** at just +1.00, meaning messaging isn't sticking. While ads are being seen, brand identity is often too generic to be remembered.

EXAMPLE

Take a newly emerging clean beauty brand running ads promoting its “natural ingredients” and “sustainability.” Without a unique angle, tagline, or visual identity, it risks blending into a crowded field of eco-conscious competitors. Integrating a signature tagline, reinforced visual cues, and a clear brand promise across all channels can establish greater brand recall and differentiation.



YOUR CALLS TO ACTION:

- Develop **signature brand assets** (tagline, color palette, sound).
- Use **sequential storytelling** to reinforce identity.
- Keep **positioning consistent** across all channels.

Favorability spikes for emerging brands, but must lead to action

Emerging brands see **favorability** lift +3.38 points, the highest of any brand stage. But positive sentiment doesn't always translate to sign-ups or purchases. Consumers may like the brand but still need a reason to act.

EXAMPLE

An emerging meal kit delivery brand may run a well-received campaign featuring family-friendly, convenient, healthy meals, resulting in high favorability scores. However, if the brand doesn't provide compelling reasons for consumers to subscribe, such as testimonials, long-term incentives, or transparent pricing, that favorability may not convert into actual sign-ups.



YOUR CALLS TO ACTION:

- Use reviews and testimonials to **build legitimacy**.
- Pair** favorability-building with mid-funnel offers.
- Keep brand **storytelling active** across digital touchpoints.

Purchase intent jumps, but consideration needs more nurturing

Emerging brands outperform on **purchase intent** (+3.05) and **consideration** (+3.40), but intent doesn't always translate to action. Consumers are still weighing options, and brands should guide them with clarity and relevance to close the gap.

EXAMPLE

A DTC shoe brand sees a lift in purchase intent after influencer campaigns, but loses shoppers before they convert. Retargeting and search can help drive the final decision.



YOUR CALLS TO ACTION:

- Re-engage** high-intent audiences through retargeting.
- Offer **content that compares, educates, or demonstrates.**
- Align** search visibility with your awareness efforts.

Social media drives strong engagement, but search lags

Social media delivers a 123.91 index in brand **consideration** (100 baseline), proving that it is a highly effective channel for mid-funnel engagement. However, **brand search lift** remains at just +0.10, meaning that while consumers interact with ads, they are not actively searching for the brand by name. This indicates a gap between social engagement and direct response. Consumers may be enjoying the content but not yet ready to take the next step toward purchase.

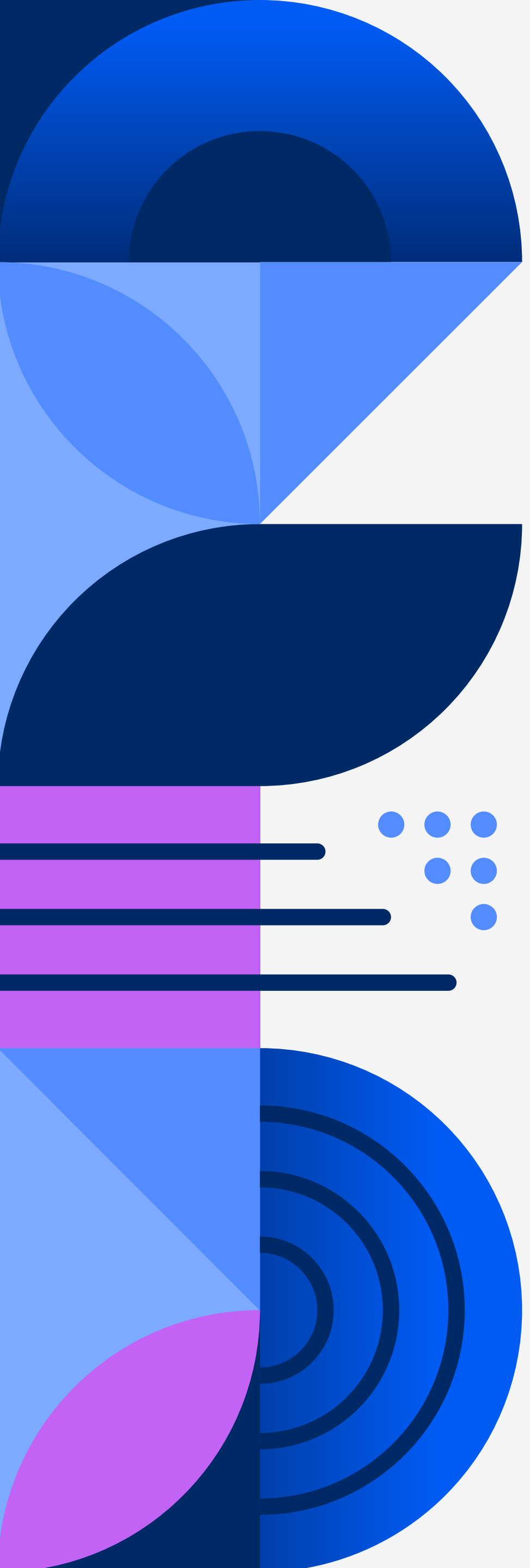
EXAMPLE

A newly emerging wellness beverage brand might launch an engaging social campaign featuring fitness influencers, and generate buzz. However, if consumers aren't following up with direct searches or website visits, the campaign may not be effectively driving deeper brand consideration.



YOUR CALLS TO ACTION:

- Use **strong CTAs** to guide next steps.
- Pair **social ads with search strategies** to drive direct brand discovery.
- Track** where social interaction leads to further exploration.



CTV outperforms in brand favorability and purchase intent

CTV drives a +4.74-point lift in brand **favorability**—one of the highest across media—and a +3.60 lift in **purchase intent**, proving its power to influence action for emerging brands. It's immersive, full-screen format deepens consumer connection and drives intent, but to fully capitalize, brands must extend this impact into lower-funnel activations.

EXAMPLE

A furniture brand runs high-impact CTV ads but sees drop-off without retargeting or product content. Connecting CTV to digital touchpoints keeps the momentum moving toward conversion.



YOUR CALLS TO ACTION:

- Use CTV to **build trust** with immersive storytelling.
- Pair** with search, social, or influencer touchpoints to drive action.
- Map out post-CTV journeys** to ensure conversion opportunities.

“Best for” channel-specific strategies

To maximize full-funnel impact, emerging brands should strategically align their media investments with objectives that move consumers from familiarity to action. This stage is about reinforcing credibility, driving engagement, and converting interest into measurable outcomes.

CTV: brand favorability

Best for: Strengthening brand favorability, long-term storytelling, and high-impact engagement.

Strategic Focus: Leveraging multi-ad sequencing to nurture brand perception over time. Ads should transition from awareness-building to reinforcing value propositions and, ultimately, prompting action.

Social Media: engagement and consideration

Best for: Driving brand favorability, social proof, and interactive engagement.

Strategic Focus: Building communities and interactive storytelling rather than pure brand awareness. Consumers engaging at this stage want more than just brand visibility; they need compelling reasons to take the next step.

Search and display: high-intent consumers

Best for: Converting engaged audiences into active searchers and buyers.

Strategic Focus: Ensuring brand searches align with advertising exposure by running branded search ads, optimizing organic search presence, and reinforcing messaging with cross-platform retargeting strategies.



Actionable strategies for emerging brands

To sustain momentum, emerging brands must shift focus from visibility to structured engagement and conversion strategies. At this stage, marketing efforts should reinforce brand positioning, trust, and ease of purchase while maintaining top-of-mind awareness.

Enhancing brand recall and differentiation

Emerging brands should run loyalty-focused advertising that rewards repeat customers and nurtures brand advocacy.

High-reach channels like CTV, digital video, and programmatic should be used to consistently reinforce brand trust and long-term affinity.

Bridging engagement to direct response

Personalized retargeting strategies can help recapture high-intent users before they drift toward competing brands.

Offering exclusive perks, such as early access, VIP tiers, or member-only incentives, can encourage brand retention and deepen customer commitment.

Strengthen retargeting and performance marketing

Brands should streamline the path to purchase by optimizing checkout flows, enabling click-to-buy features, and offering personalized product recommendations.

Advertising creative must clearly highlight the brand's unique value propositions to stand out from newer, fast-moving competitors.



Glossary of DISQO's measurement KPIs

Brand Lift

Unaided awareness. The percentage of respondents who recall the brand when asked to name brands in the category without being prompted.

Aided awareness. The percentage of respondents who recognize the brand when it is presented in a list of other brands in the same category.

Ad awareness. The percentage of respondents who recall having seen or heard advertising for the brand within a specified recent time frame.

Tagline association. The percentage of respondents who correctly associate the brand with a specific advertising slogan or message.

(Brand) Familiarity. The percentage of respondents who indicate they are familiar with the brand based on prior experience, knowledge, or exposure.

(Brand) Favorability. The percentage of respondents who report a positive opinion of the brand based on its reputation, experience, or overall perception.

Consideration. The percentage of respondents who indicate they would consider purchasing or using the brand when shopping within the category.

Purchase intent. The percentage of respondents who indicate they are likely to purchase from the brand the next time they are shopping within the category.

Outcomes Lift

Category search. The percentage of people who search for unbranded category terms or broader category-related terms in a major search engine.

Category site visitation. The percentage of people who visit websites related to the product category that are not associated with a specific brand (e.g., third-party review or content sites).

Category e-commerce. The percentage of people who exhibit product-related (but non-brand-specific) shopping behavior, such as viewing, searching, or adding category items to a cart.

Competitive search. The percentage of people who search for a competitive brand or associated terms in a major search engine.

Competitive site visitation. The percentage of people who visit the official websites or subdomains of identified competitor brands.

Competitive e-commerce. The percentage of people who exhibit competitor-specific shopping behavior, such as viewing, searching, or adding competitor products to a cart.

Brand search. The percentage of people who search for the brand or a curated list of brand-related key message terms in a major search engine.

Brand site visitation. The percentage of people who visit the brand's official website or any associated subdomains.

Brand e-commerce. The percentage of people who exhibit brand-specific shopping behavior, such as viewing a product, searching for it, or adding it to a cart on ecommerce sites where the brand is sold.

Curious how your last campaign stacks up to industry benchmarks?

Access DISQO's 2025 benchmark reports for answers here:

[2025 Advertising Effectiveness Benchmarks](#)

[2025 Social Media Benchmarks](#)

[2025 CTV Ad Effectiveness Benchmarks](#)

