

Advertisers across industries see boosted brand performance

An Upwave analysis of 28 AudienceXpress campaigns shows consistent KPI improvements

In partnership with Upwave, AudienceXpress measures and optimizes brand outcomes

Comcast's AudienceXpress, an industry-leading, audience-targeting media solutions platform, has partnered with Upwave, the analytics platform for brand advertising, to level-up brand measurement on behalf of their clients.

AudienceXpress has proven their brand-building power across dozens of campaigns and millions of impressions measured.

100%

of campaigns had at least one KPI with positive lift.

83%

of campaigns had at least one KPI that beat Upwave norms.

28 campaigns and **525M+** impressions



+4.5% ad recall



+3.3% aided awareness



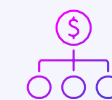
+2.0% familiarity



+1.7% message association



+1.3% favorability



+1.1% consideration

Case study

Optical retailer

AudienceXpress partnered with Upwave to measure and optimize the brand performance of a full-service optical retailer – assessing reach and performance among target audiences and the impact of the campaign on overall brand performance.

Overall KPI lift

The campaign achieved significant lift across KPIs throughout the brand funnel, with impressive performance against the overall audience.



+13.0%
awareness



+11.0%
ad recall



+3.7%
brand preference



+8.3%
consideration

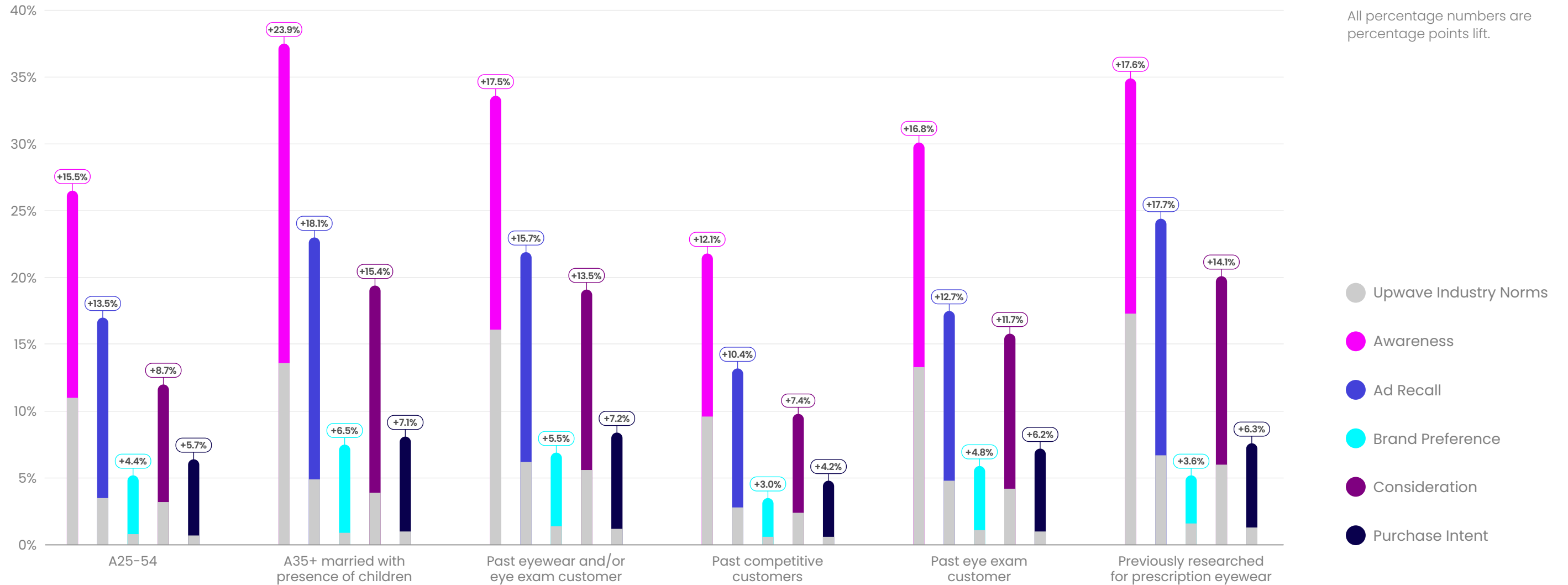


+4.9%
purchase intent



Performance across target audiences

In addition to positive lift across the brand funnel for the overall audience, Upwave data proves that AudienceXpress performed well across all six key, brand-specific target audience segments, ranging from “Past Eye Exam Customer” to “Previously Researched for Prescription Eyewear.”



Case study

Personal finance app

AudienceXpress partnered with Upwave to measure and optimize the brand performance of a personal finance app – assessing overall performance among key audiences as well as comparing to Upwave industry norms.

Overall KPI lift

This campaign performed well overall, achieving positive lift across three main brand KPIs.



+4.3%
awareness



+10.8%
ad recall



+4.6%
consideration



Performance vs. industry norms

Further Upwave analysis shows this personal finance app’s campaign on AudienceXpress not only performed well but performed significantly better than Upwave industry norms* (in the Consumer Technology & Services Platforms vertical) for these brand KPIs.

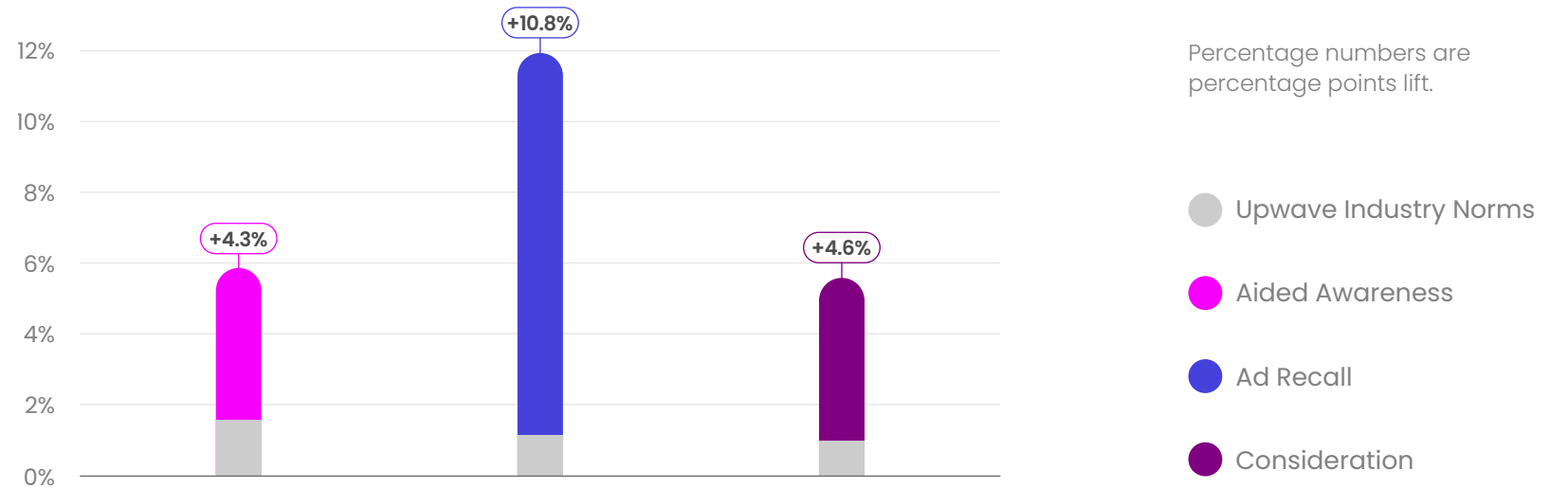
Performance among target audiences

While all audiences saw positive brand lift, Upwave surfaced differing results in performance by KPI for the brand’s target audiences.

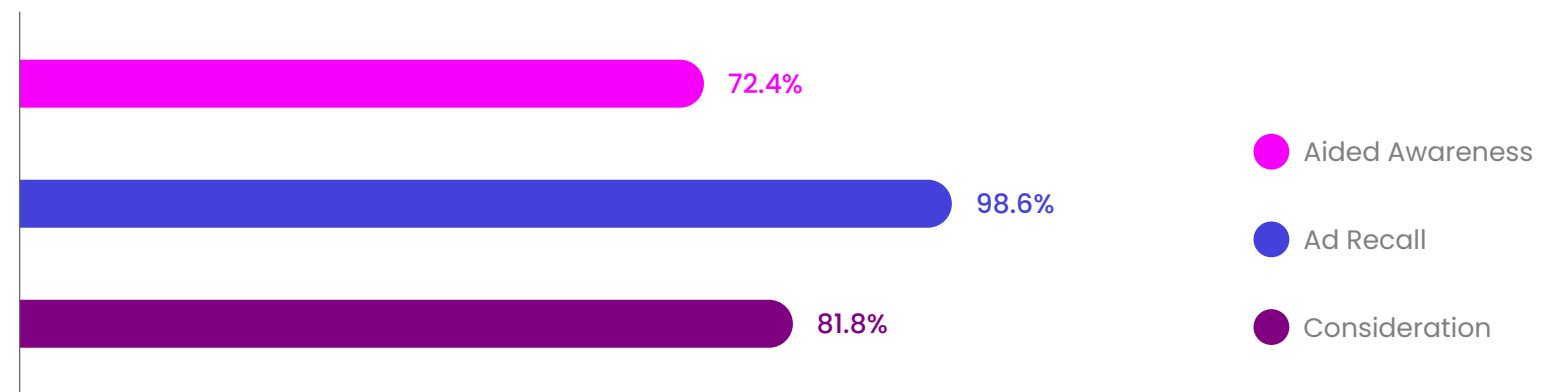
- Lift was remarkably more enhanced among the brand’s “Thrivers” target audience – made up of financially confident, employed 18–54-year-olds – for ad recall and consideration.
- For the brand’s “Balancers” audience – made up of younger adults who have less extensive knowledge of financial investments – the campaign produced notable increases in ad recall.

*Upwave uses rigorous meta-analysis methods to calculate average brand lift by KPI for each industry vertical. See [further reference](#) on methodology. Where campaigns are not already labeled by industry, Upwave’s Generative AI agent Bayes has been trained to classify them.

Average lift percentage vs. industry norms



Percentage of campaigns beat within industry





About AudienceXpress

Comcast Advertising's global media solutions company, AudienceXpress, empowers advertisers to buy premium TV advertising on an audience basis across all forms of TV, spanning linear and streaming platforms. In a fragmented marketplace, AudienceXpress provides direct, scalable access to reaching and engaging with specific TV audiences – beyond basic demographics – and delivers real-time insights, allowing advertisers to measure and optimize campaigns to maximize investments.

About Upwave

Upwave is the Analytics Platform for Brand Advertising. The only company entirely focused on measuring and optimizing brand lift driven by advertising, the world's leading advertisers, agencies, and media partners trust Upwave's robust, AI-driven, SaaS platform. Upwave provides real-time, top-of-funnel measurement for CTV, Digital, Retail Media, Social, Streaming Audio, Linear, and Addressable.