



BRAND UPLIFT META STUDY

HIGH-IMPACT ADVERTISING AS A DRIVER
OF SUCCESS FOR LEADING BRANDS

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01. THE BATTLE FOR ATTENTION

In a time when attention is more fragmented and selective than ever, advertising formats need to deliver more than mere presence. Online users now decide within fractions of a second which content deserves their attention.

As a result, many advertising assets go unnoticed – classic banner ads are overlooked by 86% of people. For advertising to be noticed at all, it must capture attention and clearly demonstrate its relevance immediately.

This is where high-impact formats unlock their full potential: they instantly draw the eye and create a moment of focused attention. In this environment, brand messages can resonate far more strongly.

However, their impact is not limited to this initial impulse. High-impact formats support clearer brand positioning from the very first contact, reinforce relevance throughout the subsequent decision-making process, and can ultimately encourage users to engage more deeply with a product – all the way to a concrete purchase decision.

How these stages of impact interact and what influence they have across the entire marketing funnel is examined in the present study.

02. INSIGHTS AT A GLANCE

This meta-study examines the impact of high-impact advertising across the marketing funnel, based on individual studies of different brands in multiple countries.

The objective was to precisely measure the impact of high-impact formats across the three key funnel stages – **Awareness**, **Consideration** and **Action**.

The analysis shows that high-impact advertising delivers significant impact across all stages of the customer journey.

01

BRAND RECALL

In the awareness phase, an average recall uplift of around 36% is observed – clear evidence of the strong visual presence and memorability of the high-impact ad formats.

02

AD APPEAL

Within the consideration phase, around 70% of respondents who had contact with the high-impact ad format rate it positively, indicating a high level of acceptance and relevance.

03

PURCHASE INTENTION

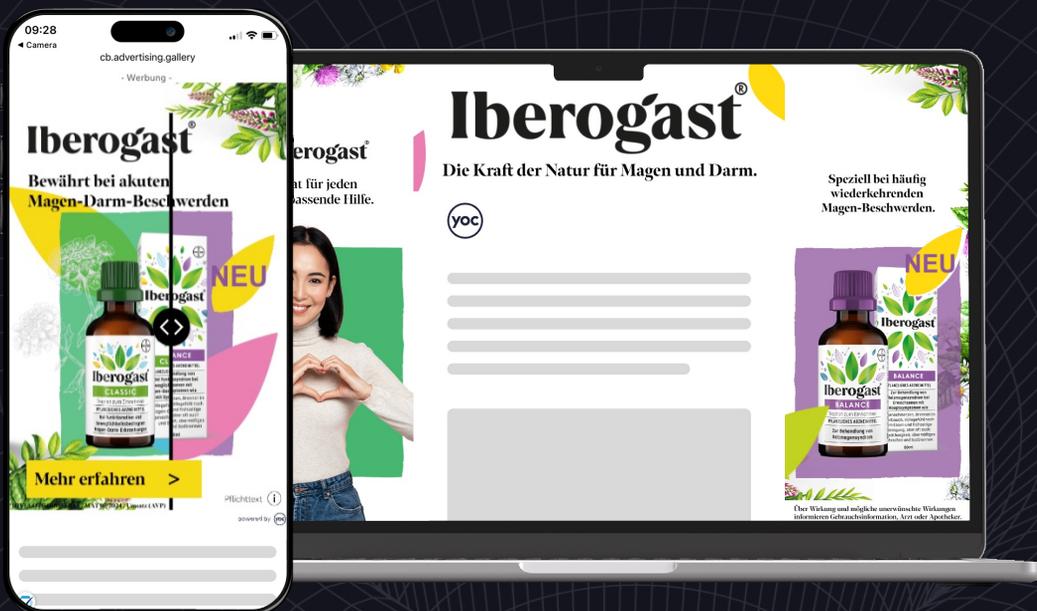
The impact is particularly strong in the action phase: 44% of people who saw the advertisement state that they want to buy or use the product.

The result: High-impact advertising delivers measurable impact across the entire funnel—building visibility, strengthening relevance, and leading to action.

03. WHERE ADVERTISING DELIVERS IMPACT

High-impact advertising describes attention-grabbing ad formats that clearly stand out from classic banner ads. They use large-scale placements, visual dynamism, and creative interactions to stage brand messages in a powerful way, without disrupting the user experience.

In a digital environment that is highly fragmented and fast-moving, these formats succeed in making the decisive difference: they create visibility, remain memorable, and enable brands to position themselves sustainably. But where do high-impact formats deliver the greatest impact within the marketing funnel, and how do they guide consumers all the way to a purchase decision?



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HIGH IMPACT IN THE FUNNEL CONTEXT

In an advertising environment where users are exposed to hundreds of messages every day, advertising effectiveness is no longer determined by a single contact. Communication must reach people at different points along their decision journey, and this is precisely where the marketing funnel becomes a central strategic tool.

The marketing funnel describes the journey users go through when interacting with a brand – from the first perception of an advertising message to the final purchase decision. It comprises three phases: **Awareness** (the first conscious perception of the brand), **Consideration** (the evaluation and classification as a relevant option), and **Action** (the decision to purchase or use).

Each phase fulfills a specific role and logically builds on the previous one.

The funnel clearly shows that advertising only works through interaction: attention leads to interest, and only then does readiness to act emerge. Addressing just one phase in your marketing strategy means losing potential – visibility fades without relevance, and relevance remains ineffective without activation.

Due to the fragmentation of digital channels, the funnel is more important today than ever before. Users encounter brands across a wide range of unpredictable touchpoints. This makes a clear structure essential – one that ensures advertising does not merely stand out but works consistently across all stages and tells a coherent brand story.

Against this backdrop, formats that strengthen all funnel stages gain in importance. High-impact advertising plays a particularly strong role here: delivering high visibility in the upper funnel, positive perception in the middle funnel, and reducing decision barriers in the lower funnel.

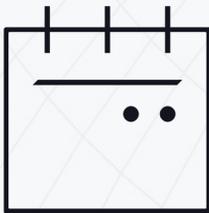
The marketing funnel is therefore not just a theoretical concept, but a practical framework for modern brand management. It shows where impact is created – and why formats that strengthen the entire journey are increasingly gaining relevance.

04. THE METHODOLOGY FOR MEASURING EFFECTIVENESS

The meta-analysis is based on **brand lift studies** conducted in Germany, Austria, and Poland by the independent market research institute Reppublika Research & Analytics on behalf of YOC.

The methodology follows a proven **CAWI approach** (Computer-Assisted Web Interviews) using an **exposed/non-exposed design**:

- The exposed group includes users who were demonstrably exposed to high-impact advertising during the campaign period (∅ n = 158).
- The non-exposed group consists of individuals with no advertising contact (∅ n = 158). Its composition was deliberately aligned with the exposed group (e.g., by age, gender, and region) to ensure valid comparability.



The average **study duration** is **48 days**.



The meta-analysis includes **33 individual studies** from three European countries.



The average **sample size** is **316 participants**.

The performance metrics were calculated based on the relative **uplift between the exposed and non-exposed groups**. The uplift describes the percentage change in a metric after advertising exposure:

$$\text{UPLIFT (\%)} = \frac{\text{EXPOSED} - \text{NON-EXPOSED}}{\text{NON-EXPOSED}} \times 100$$

For the meta-analysis, all results were aggregated in the form of **averages***.

In addition to the analysis of uplift, the absolute metrics of the exposed group were also examined. These are based on respondents' direct statements after advertising exposure and reflect the share of positive evaluations within this subgroup.



*Weighted average (weighted by sample size).

FUNNEL-BASED ASSIGNMENT OF KPIS

To assess the impact of high-impact formats across the funnel, all KPIs were systematically assigned to the three phases of the marketing funnel. The graphic also illustrates the underlying questions used to capture the individual metrics.



05. RESULTS – FROM AWARENESS TO ACTION

The results show how high-impact advertising unfolds its effects across the individual funnel stages – from initial brand awareness through to concrete purchase intent.

01

AWARENESS-PHASE: ATTENTION & RECALL

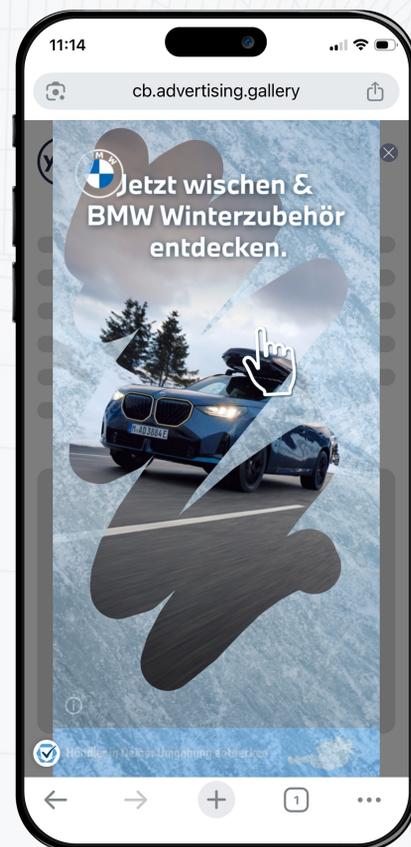
The study demonstrates a **36.2%** increase in brand recall by using high-impact formats. This is clear evidence of the high level of attention they attract thanks to their prominent placement, large-format design, and seamless integration into the reading flow.

As a result, they are not overlooked but consciously perceived.

High-impact advertising clearly stands out from conventional digital environments, sets strong visual stimuli, and therefore remains particularly memorable.

These formats are especially effective due to their size, dynamism, and high-quality design, which immediately catch the eye and support long-term recall.

This strong presence is crucial to guiding users to the next funnel stage. Only brands that are visible and memorable are positively evaluated and perceived as relevant options moving on into the consideration phase.



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PERCEPTION & ADVERTISING APPEAL AS A REQUIREMENT FOR CONSIDERATION

High-impact ad formats achieve particularly strong ad appeal: **69%** of respondents who have been exposed to the advertising rate it as very positively – significantly more than every second respondent. The positive advertising experience ensures a memorable brand perception, which provides the ideal opportunity to further develop customer relationships.



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Thanks to their striking design, high-impact ads cut through the visual clutter of digital environments and provide more space for emotional imagery, high-quality design, and clear messaging. As a result, advertising is perceived as more relevant, higher quality, and easier to understand.

Interactive and scroll-dynamic elements ensure a seamless user experience, higher ad appeal, and reduced ad fatigue. In this way, high-impact ad formats create a strong foundation for convincing users and guiding them purposefully into the action phase.

ACTIVATION & PURCHASE INTENT

The study proves a strong activating effect by high-impact ad formats. This demonstrates that they not only generate attention and are particularly well received by users but also have a tangible influence on actual purchase decisions in the lower funnel phase.



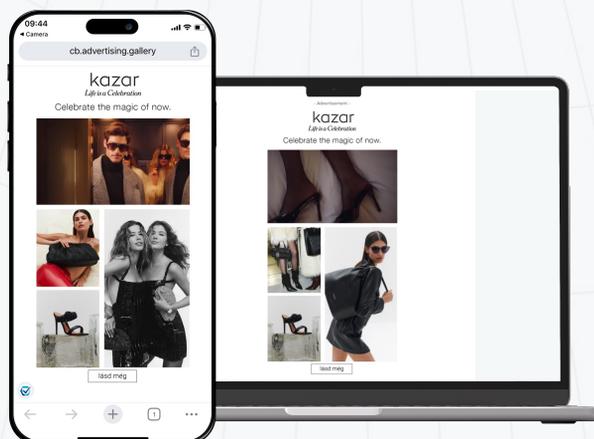
44.4% of the exposed group state that they intend to purchase or use the product after advertising exposure.



This corresponds to an uplift of **14%** compared to the non-exposed group.

This effect results from the combination of high memorability and positive brand perception in the awareness and consideration phase. When the brand and its message are already present and positively anchored, the decision-making process is considerably eased.

High-impact ads leverage this moment by combining clear messaging, strong call-to-actions, and visual dominance. Their high visibility provides targeted impulses in the action phase, builds trust, and lowers the cognitive barrier to immediate action.

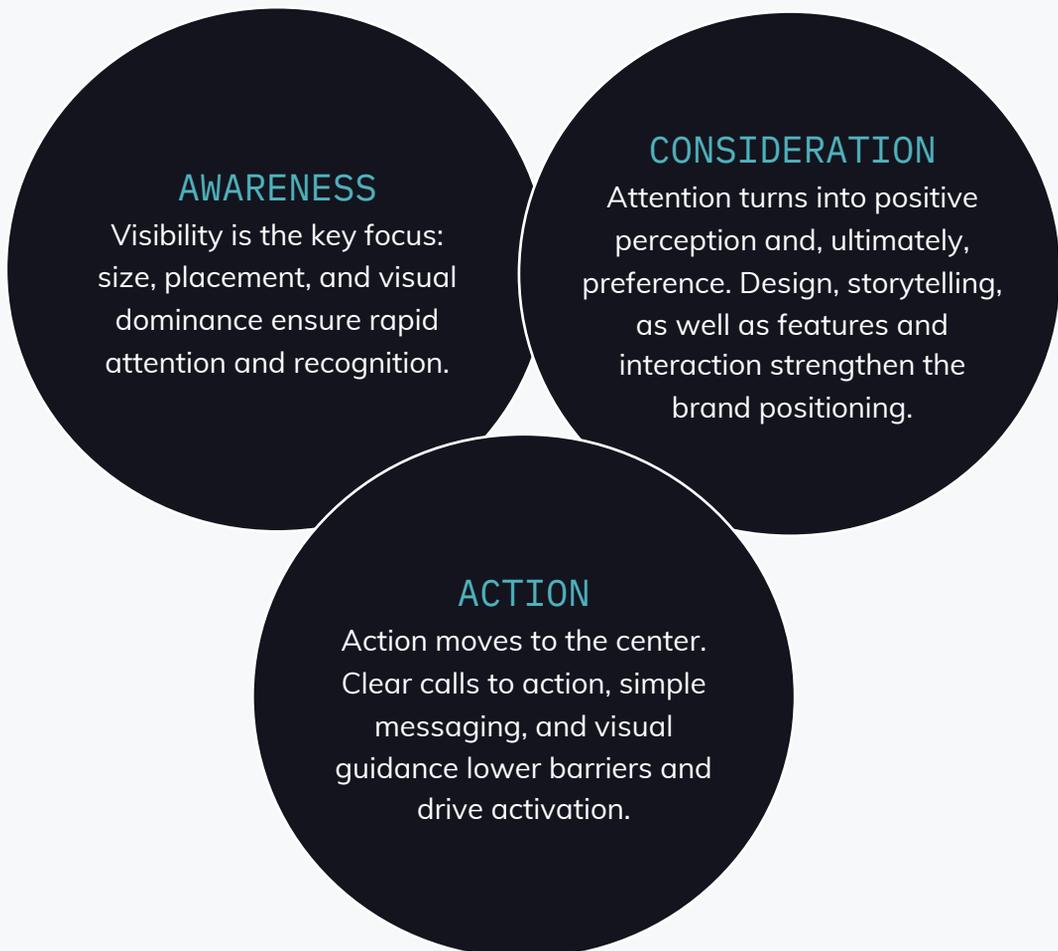


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06. INSIGHTS FOR MARKETERS

In conclusion, the study shows, that high-impact advertising can generate relevant advertising effects across the entire marketing funnel. Depending on the funnel stage, the requirements for format, design, and messaging change.

For marketers, this means that advertising formats should be selected strategically based on their objectives within the funnel, to fully leverage their strengths in awareness, consideration, or action.



High-impact advertising thus unfold their strength across the entire customer journey – visible at the top of the funnel, relevant in the middle, and activating where decisions are made. Regardless of the objective, high-impact is the right choice to reach your strategic marketing goals.

07. HIGH IMPACT. MADE BY YOC.

YOC is a leading provider of high-impact advertising and develops technologies that make digital advertising more visible, more effective, and more user-friendly. In doing so, YOC supports brands across the entire marketing funnel – from initial attention to final action – and connects brands, publishers, and users through a unique advertising experience.

At the core is the proprietary VIS.X® platform, which enables both programmatic and direct bookings of high-impact formats. These formats combine creative brand staging with measurable performance and clearly differentiate themselves from traditional standard banners.

Four pillars for greater impact:



HIGH-IMPACT AD PRODUCTS

Formats such as the YOC Mystery Ad® or the YOC Understitial Ad® create emotional brand experiences, demonstrably increase recall, ad appeal, and purchase intent, while at the same time improving monetization on the publisher side.



VIS.X® IDENTITY INTELLIGENCE

VIS.X® Identity Intelligence connects multiple data sources to enable precise and effective targeting. The solution operates in a fully data-protection-compliant manner and maximizes campaign reach.



VIS.X® AI

VIS.X® AI optimizes campaigns in real time by automatically selecting the ideal high-impact ad format and suitable display effects. The AI improves performance independently of cookies and achieves key KPIs without relying on external data.



PREMIUM PUBLISHER-NETWORK

More than 2,500 directly integrated international publishers ensure delivery in high-quality, brand-safe environments – offering broad reach and guaranteed premium quality.

08. HOW TO TAKE ACTION

Let's talk and explore how we can optimize your digital advertising strategy.

Get in touch with us for a non-binding conversation or an individual consultation.



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