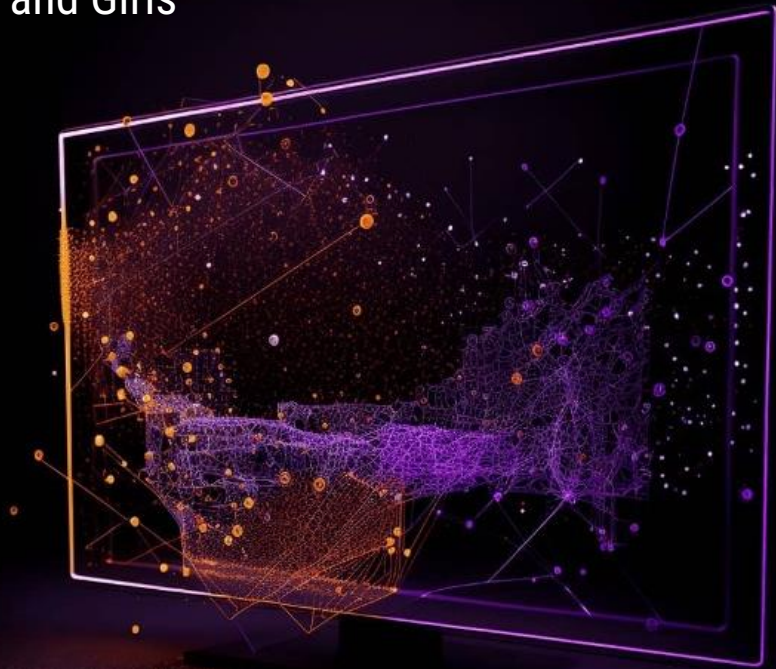


# GEM<sup>®</sup> Lift Study 2024

Unlocking Purchase Power Across Ethnicities  
and Generations Through the Accurate  
Portrayal of Women and Girls



APRIL 2024

SeeHer and Circana, LLC | For public



## Executive Summary

Regardless of country, gender, race, ethnicity or generation, consumers perceive gender inequality as one of the more urgent global issues of our time. While 94% of consumers around the world believe that achieving gender equality holds personal importance to them<sup>1</sup> and 81% have a hopeful outlook on gender equality, the negative impacts of gender inequality continue to reverberate around the globe.

Women have an estimated global economic purchasing power of \$31.5 trillion<sup>2</sup>, with \$10 trillion in the United States alone. Despite comprising 50% of the world's population<sup>3</sup> and representing a large share of the buying power, women continue to lag men in crucial areas. The World Economic Forum's 2023 Global Gender Gap Report<sup>4</sup> indicates women are perceived as 70% equal to men across various dimensions, including political empowerment, workforce advancement, educational attainment, health, and societal perceptions. Undervaluing female economic power and portrayals of women continue to be perpetuated by stereotypes across advertising and media.

Given this, consumers believe that media and brands have an influential role in advancing women's stature. Advertising and media have immense power in challenging stereotypes and shaping gender roles. [SeeHer and Dentsu's Global Perceptions of Progress on Gender Equality](#)<sup>1</sup> report found that globally, adults see women being most often portrayed as caretakers versus leaders and in supporting roles versus leading roles, with the highest variances in the U.S., UK, and Japan.

<sup>1</sup> *Global Perceptions of Progress on Gender Equality, SeeHer, Dentsu*

<sup>2</sup> *Deloitte*

<sup>3</sup> *The World Bank*

<sup>4</sup> *World Economic Forum*



Estimates suggest that achieving gender equality could inject trillions of dollars more into the global economy<sup>6</sup>. With such a large upside and knowing it is a consumer expectation, why isn't gender and ethnic representation a common goal of all companies?

More can be done. To make meaningful progress, more **MUST** be done.

In this report, *Unlocking Purchase Power Across Ethnicities and Generations Through the Accurate Portrayal of Women and Girls*, we will highlight the value that brands have been capturing over the last five years by investing in gender equality in their advertising campaigns. Through a partnership with SeeHer and Circana, brands have started to appreciate how gender equality in advertising can drive sales growth, leveraging GEM<sup>®</sup> Lift analysis.

Figure 1: Global Perceptions of Progress on Gender Equality, U.S.<sup>5</sup>

Women are more likely to be portrayed in media as...

	2021	2023	% Change
<b>Leaders</b>	48%	30%	-18
<b>Caretakers</b>	52%	70%	+18
<b>Strong</b>	62%	55%	-7
<b>Dainty</b>	38%	45%	+7
<b>In a Leading Role</b>	46%	38%	-8
<b>In a Supporting Role</b>	54%	63%	+9

<sup>5</sup> *Global Perceptions of Progress on Gender Equality*, SeeHer, Dentsu

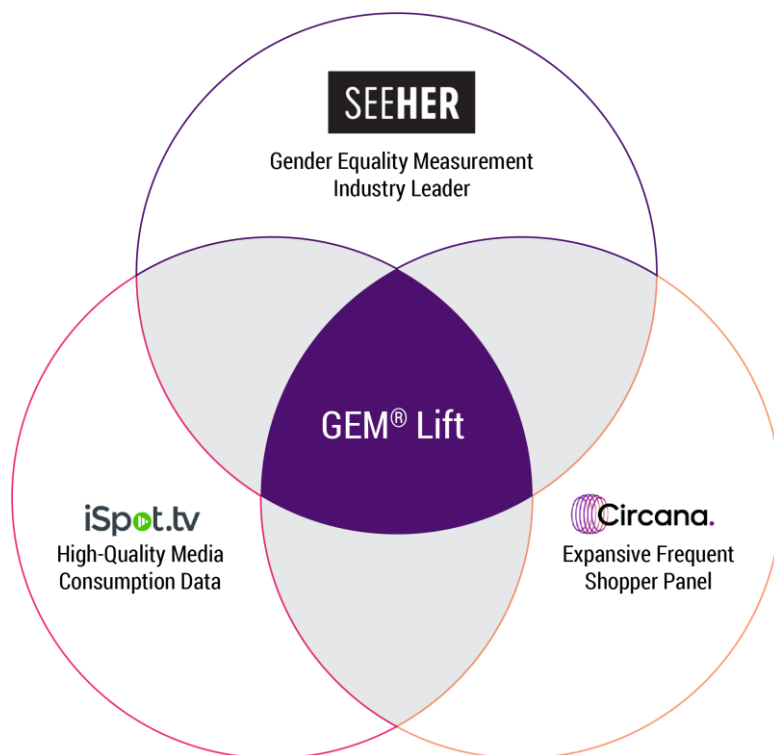
<sup>6</sup> McKinsey

# Revolutionizing Sales Lift Measurement

In 2016, recognizing the importance of addressing the gender imbalance in our society and the role brands and advertising play in it, the Association of National Advertisers launched SeeHer, a global movement to accurately portray women and girls in marketing, advertising, media, and entertainment.

SeeHer spearheaded the Gender Equality Measure (GEM<sup>®</sup>) as a way to understand unconscious biases in advertising and programming. GEM<sup>®</sup> has received ESOMAR's highest honor for advertising effectiveness and is considered the global gold standard for gender equality measurement. As of today, over 300,000 ads have been tested by research partner ABX (Advertising Benchmark Index), and the methodology is used in numerous global markets.

GEM<sup>®</sup> evaluates consumer reactions to four key statements regarding the portrayal of women and girls in ads and programming. Expressed as an index, a GEM<sup>®</sup> score of 100 is on par with the baseline for all tested ads. Scores above 100 indicate an increase in the representation, presentation, appropriateness, and role model status of women in the advertisement or programming.



SeeHer saw an opportunity to take it a step further by not only identifying the inherent biases to be corrected in advertising and media, but also understanding the value created for the brand when those biases are addressed. They set out to prove that the accurate portrayal of women is good for business.

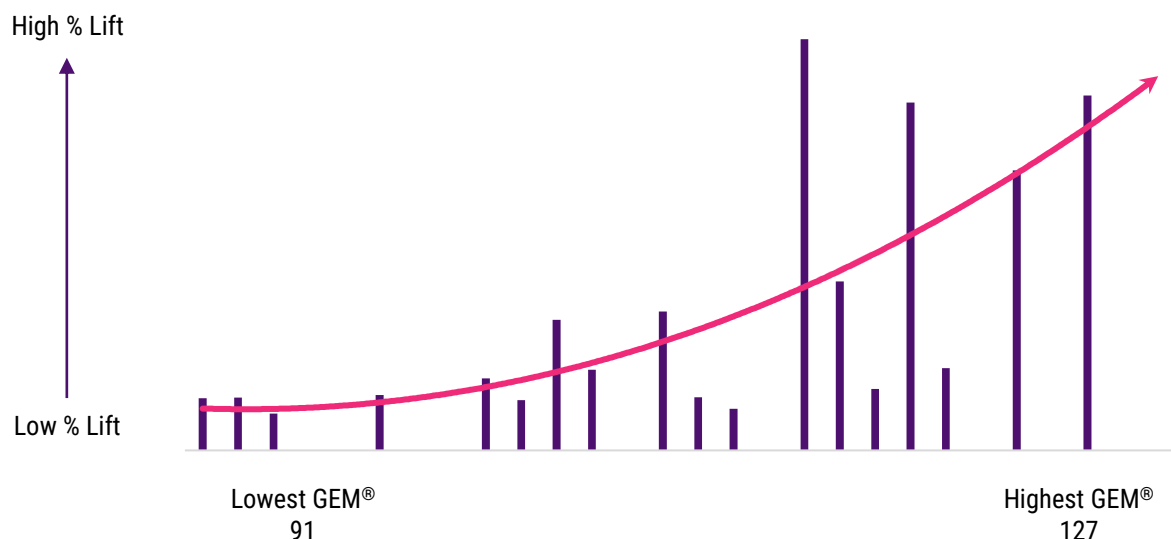
SeeHer partnered with Circana, the leading advisor on the complexity of consumer behavior, to measure the impact on business growth when gender equality principles are embedded in advertising campaigns. Additionally, they brought in iSpot, the leader in driving TV and video ad effectiveness with unified measurement across creative, audience, and outcomes.

Leveraging Circana's proprietary household Lift methodology, iSpot's media and TV exposure data was ingested for a variety of brand creatives. Overlaying the GEM<sup>®</sup> methodology created a data set of households with brand ad exposure, a GEM<sup>®</sup> score associated with those ads, and household brand purchase behavior.

What the research has shown is that by improving creatives' GEM<sup>®</sup> scores, apart from contributing to a more inclusive media and marketing ecosystem, brands are also driving measurable business outcomes, such as heightened consumer trust, loyalty, and most importantly, improved sales performance.

The GEM<sup>®</sup> Lift research is conducted biennially, and in 2023, results indicated that creatives that overturn long-held stereotypes and accurately represent women can drive incremental sales lifts of up to 10X greater than other creatives, even stronger than results found in prior research.

Figure 2: Unlocking Purchase Power Across Ethnicities and Generations Through the Accurate Portrayal of Women and Girls



GEM Lift research from 2019-2024 shows that as GEM scores increase – where creatives accurately and positively reflect gender, generation and diversity – sales lifts of products showcased in creative also increase.



# The GEM<sup>®</sup> Effect on Brand and Consumer Behavior

Starting in 2019, SeeHer and Circana set out to uncover the value higher GEM<sup>®</sup> scoring creative was driving for brands. Partnering with Kellogg, Anheuser-Busch InBev, Clorox, Hershey's, Keurig Dr Pepper, and L'Oréal, we embarked on our first round of research, evaluating 20 creatives across seven brands with GEM<sup>®</sup> scores ranging from a low of 91 to a high of 116 indexed against 100. Research showed that the higher-GEM<sup>®</sup>-scoring creatives drove up to 5X the sales lift of lower-scoring GEM<sup>®</sup> creatives.

In our second wave of research, in 2021, we again saw that higher-GEM<sup>®</sup>-scoring ads drove more impressive sales lifts. Here, we measured 29 creatives across six brands from five companies: PepsiCo, Johnson & Johnson, L'Oréal, General Mills, and Kimberly-Clark. The GEM<sup>®</sup> scores ranged from 101 to 116, as we saw more brands actively working to improve their ad GEM<sup>®</sup> scores since 2019. With the GEM<sup>®</sup> scores skewing higher, our baseline increased from 100 to 106. Creatives with GEM<sup>®</sup> scores higher than 106 drove 60% higher sales lifts than ads GEM<sup>®</sup>-scored under 106.

But we didn't stop there. We expanded our research to dig into the impact higher GEM<sup>®</sup> ads have on male vs. female purchase behavior. Women's equality is an important issue among a majority of Americans, with 64% of both men and women agreeing gender equality is important.<sup>7</sup> While consumers say they care about gender equality, does that translate to buying behavior shifts when advertising portrays women in a respectful and positive manner?

<sup>7</sup> *Global Perceptions of Progress on Gender Equality, SeeHer, Dentsu*



The answer was yes, it does. Not only did we continue to see higher sales lifts among women when exposed to higher-GEM<sup>®</sup>-scoring ads, but also, we saw men's purchase behavior increase. In fact, the impact on men was greater. Higher-GEM<sup>®</sup>-scoring ads drove 12% higher sales lifts among females, while we saw 81% higher sales lift among men when exposed to higher-GEM<sup>®</sup>-scoring ads. This allyship further supported the message that it is not just to the benefit of females to strive for more equitable representation in media.

The second question we wanted to answer in 2021 was whether gender-equitable representation in media drove higher sales lift across different ethnicities. The U.S. is ethnically diverse, with Black Americans making up 13.4% of the U.S. population, with a buying power of \$1.4T, and Hispanic Americans making up 18.6% of the U.S. population, with a buying power of \$1.7T. More importantly, those numbers are increasing each year.

Can representing not just women but women of color in an equitable way in advertising drive better business results?

Once again, the answer was yes. Ads with higher GEM<sup>®</sup> scores resulted in a 41% increase in sales lift among Hispanic Americans and an 80% increase among Black Americans. When looking specifically at Hispanic Americans, we compared the impact of high Hispanic GEM<sup>®</sup> creatives in Spanish and saw a 139% improvement to sales lift when compared to the average lifts of non-Spanish-language creatives.

Ads with higher GEM<sup>®</sup> scores resulted in a **41% increase** in sales lift among **Hispanic Americans** and an **80% increase** among **Black Americans**.

# Gender and Ethnicity Media Consumption Differences

Media consumption is a critical component of accurate representation, both on screen and behind the camera. Women account for 54% of media consumption<sup>9</sup>, a disproportionate amount compared to their 50% representation of the population. However, despite their significant viewership<sup>10</sup>, only 60% of linear and streaming programming accurately represents and portrays women. When considering equity in representation on screen and behind the camera, this figure decreases to just 39%. Yet, SeeHer's GEM<sup>®</sup> Lift research with Circana has showed that when ads are in high-GEM<sup>®</sup>-scoring programming, there is a 2X lift in sales. This underscores the disconnect between consumer expectations and female representation in media.

When looking at media consumption among different audiences, Black and Hispanic American audiences represent a significant share, and while many companies are starting to build out media plans to ensure they are connecting with these audiences, representation and portrayal of women of color is still a work in progress.

**Only 22% of Latinas in the U.S. feel that media and advertising accurately represents them.**

In 2023, Spanish-language content experienced a notable increase of about 20%, indicating a shift in consumption patterns, particularly among Latinas, who accounted for 56% of Spanish-language impressions in 2023. More brands are recognizing the value of reaching Hispanic audiences and investing in this segment, yet only 22% of Latinas in the U.S. feel that media and advertising accurately represents them.

**23% of Black women still feel accurate representation of their identity is lacking in advertising.**

There also has been a surge in content targeted at Black Americans, yet 23% of Black women still feel accurate representation of their identity is lacking in advertising. Knowing Black American audiences consume an average of 87 hours of media per week, more than any other ethnicity (second highest are Asian households at 83 hours per week, followed by Hispanic households at 62 hours and white households at 38 hours), brands have an opportunity to leverage gender equality and representation best practices to more authentically reflect and connect with this consumer group in their advertising.

McKinsey estimates that there is \$300 billion of annual value that companies could gain by tapping into the unfilled needs of Black American households<sup>11</sup>.

<sup>9</sup> iSpot

<sup>10</sup> SeeHer GEM<sup>®</sup> Multiplatform Video Programming Report, 2023

<sup>11</sup> McKinsey, *A 300 Billion Dollar Opportunity: Serving the Emerging Black American Consumer*





# Generational Disparities Challenge Yesterday's Strategies

Another key element to consider as it relates to media consumption and purchasing power is generational differences.

The upcoming generations have been characterized as the most diverse in U.S. history. **Gen Z values authenticity and transparency from brands<sup>12</sup>, with 46% emphasizing the importance of brands taking tangible actions to support diversity and inclusion.** A commitment to DEI positively impacts their purchasing decisions, with 50% saying that they are more likely to engage with brands that prioritize these values. This presents both a challenge and an opportunity for brands seeking to resonate with this demographic. Gen Z desires narratives of personal growth, self-realization, and female empowerment, aligning with the key performance drivers of GEM<sup>®</sup>.

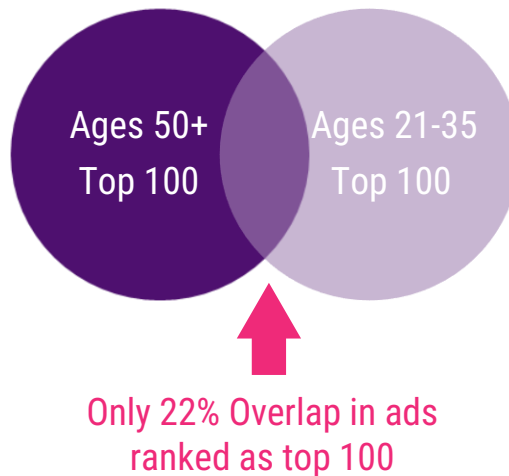
While video continues to be a key storytelling medium, how consumers are accessing their video content varies by generation. A significant observation regarding generational viewing patterns is the notable difference in audience representation<sup>13</sup>. Older generations are overrepresented in the TV audience: e.g., while boomers make up 20% of the population, they account for nearly 30% of the TV audience. In contrast, younger audiences are finding content elsewhere: While Gen Z is 17% of the population, they account for just 7% of the TV audience. The younger generation (Gen Z) uses social and streaming spaces for additional video content<sup>14</sup>.

<sup>12</sup>Passing the Gender Equality Vibe Check with Gen Z: From Truth to Trust, SeeHer, Horowitz Research

<sup>13</sup>iSpot

<sup>14</sup>The Drum, A Marketer's Guide to Modern Media Consumption by Age Group

Further, iSpot's data shows there is potentially minimal overlap in attention to ads between older and younger viewers. Only 22% of ads ranked in the top 100 for attention by viewers aged 50+ also ranked among the top 100 for audiences aged 21-35, indicating distinct content preferences among generations.



It's never been more important to ensure you are reaching the right audience in the right place with the right message. Each demographic group shares a vested interest in gender equality, emphasizing the need for the media ecosystem to evolve accordingly. However, media and advertisers must recognize that meeting these expectations may require different approaches with certain audiences, such as women, Black and Hispanic Americans, and younger generations. Some groups may necessitate more immediate attention due to their significant influence on brand growth and future spending power.

## Elevated Impact of High GEM<sup>®</sup> Scores

With our latest round of research, we gained further validation of historical study results. Exposure to higher-GEM<sup>®</sup>-scoring creatives drove a stronger uplift in sales across gender, race/ethnicity, and generations. Additionally, we gained new insights related to generations and higher-GEM<sup>®</sup>-scoring creatives.

Partnering with L'Oréal, W.K. Kellogg, Kellanova, Nestlé, and Georgia Pacific, we analyzed 24 creatives across eight brands, with GEM<sup>®</sup> scores ranging from 99 on the low end to 127 on the high end.

Compared to prior studies, this year's GEM<sup>®</sup> scores increased the high end of our range by 11 points. This increase at the high end was also observed when looking at the Hispanic GEM<sup>®</sup> scores (+19 pts) and Black American GEM<sup>®</sup> scores (+5 pts).

<sup>15</sup> iSpot.tv, 2023 In Review: TV Transparency Report



Thanks to the increases in creative samples with higher GEM® scores, we were able to see a clear inflection point, once again higher than in prior years. Whereas the 2021 results looked at GEM® scores above and below 106, this year, we observed even stronger results, with GEM® scoring creative above 110. This is remarkable given that in prior years, the highest-scored creative was 116, with only five creatives exceeding a GEM® score of 110.

Further, the way the same creatives were perceived by different demographic groups varied. As we break down the responses across ethnicities and generations, we observe varying GEM® score ranges across these demographic variables.

Figure 3: Unlocking Purchase Power Across Ethnicities and Generations Through the Accurate Portrayal of Women and Girls

Demographic	Low Range GEM® Score	High Range GEM® Score	Range
Total Female	99	127	28 pt
African American	99	125	26 pt
Hispanic	83	128	45 pt
Gen Z/Young Millennials	93	123	30 pt
Older Millennials/Gen X	93	125	32 pt
Boomers +	97	132	35 pt

Source: GEM® Research 2023

This variance in perception of the same creative further emphasizes the need for brands to be thoughtful and strategic with their creative strategy. A one-size-fits-all creative does not exist. Brands need to consider the messaging strategy based on the audience they are aiming to reach and drive action.



# Generational Importance

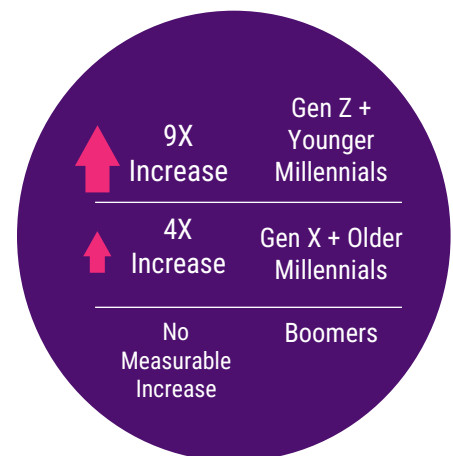
Knowing the importance of generational differences when it comes to media consumption trends, we also wanted to understand how this disparity factors into creative preference.

We segmented consumers into three buckets to understand generational differences:

- Boomers+ (ages 55+)
- Gen X and older millennials (ages 35-54)
- Younger millennials and Gen Z (ages 18-34)

What the data showed is a heightened importance of higher GEM<sup>®</sup> scores among younger generations. For boomers, we did not see a drastic increase in incremental sales from high-GEM<sup>®</sup>-scoring creatives compared to lower-GEM<sup>®</sup>-scoring creatives. When we look at the impact among Gen X and older millennials, we see a 4X increase in sales lift among higher-GEM<sup>®</sup>-scoring creatives. That effect is even more pronounced among Gen Z and younger millennials, with higher GEM<sup>®</sup> creatives driving 9X higher sales lift.

These insights and outcomes highlight the evolving dynamics of higher consumer expectations of gender equality in advertising. Considering the increasingly positive impact of higher-GEM<sup>®</sup> creatives among younger generations, combined with the value to be gained based on the long-term purchasing power of younger generations, it is imperative for brands to prioritize gender equity best practices in their advertising strategies.





## Accurate and Representative Portrayal of Women of Color Drives Business Growth

The benefits of higher GEM<sup>®</sup> scores continue to extend to racially and ethnically diverse audiences. Creatives with GEM<sup>®</sup> scores above 110 resulted in a 3.5X larger increase to sales lift among Black Americans.

Among Hispanics, the results are even better, with higher GEM<sup>®</sup> scores driving a 10X increase in sales lift, compared to lower-GEM<sup>®</sup>-scoring creatives. When considering Spanish-language creatives vs. English-language creatives among Hispanics, we again saw that Spanish-language creatives drove increased sales lift over that of English creatives. There is a 6X greater sales lift when aligning Spanish-language creatives and Hispanic programming, consistent with the findings from our 2021 study.

The message is clear when looking across our findings broken down by ethnicity – brands need to consider not just representation of gender, but also of ethnicity, to recognize optimal value.



## A New Allyship Story Emerges

As we evaluated the data related to ethnicity, a new story around allyship emerged. Representation of African-American women not only resonated strongly with African Americans, but there was an observable increase in sales lift among white consumers as well. Higher-African American-GEM<sup>®</sup>-scored creatives drove a 2X increase in sales among non-African American consumers. These findings suggest that featuring ethnically diverse women on screen leads to improved return on advertising investment, coming from both households of color and white households.

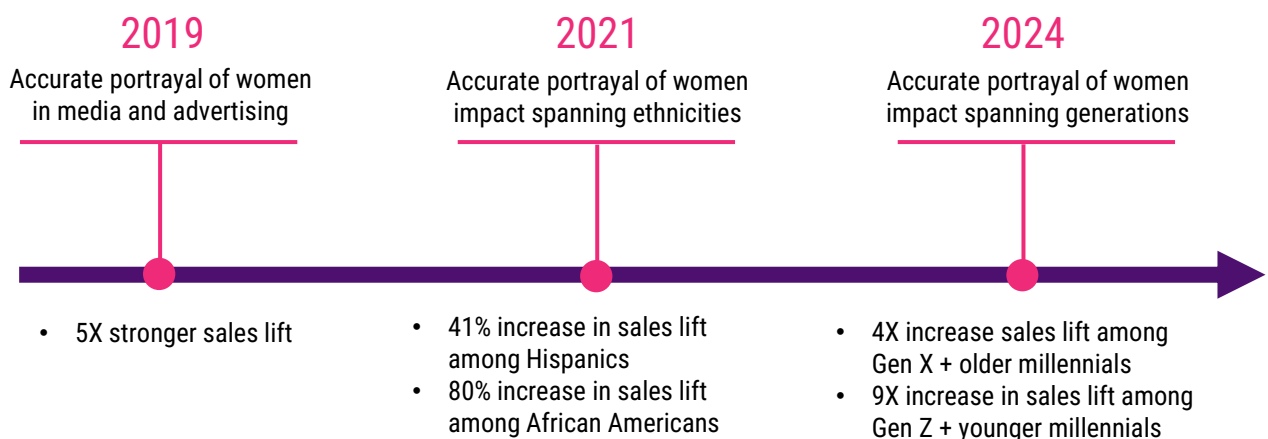
While the same allyship dynamic was not as pronounced when it came to Hispanics and non-Hispanics, we believe some of this is driven by a language barrier. About half of high-Hispanic-GEM<sup>®</sup>-scored creatives were also Spanish-language creatives, which would likely not have given non-Hispanics an opportunity to be exposed to them. While this can be a hurdle to allyship, the value driven among Hispanics (6X greater sales lift for Spanish-language ads vs. English-language ads among Hispanics) justifies continued investment in Spanish-language creative strategy.

Higher-African  
American-GEM<sup>®</sup>-  
scored creatives drove  
a 2X increase in sales  
among Non-African Americans.



## Conclusion: Sales Growth Is Accelerated by Gender Equality in Advertising, Spanning Ethnicities and Generations

Based on the findings from our 2024 GEM® Lift study, it is clear that advancing gender equality in advertising is not just a moral imperative, but also a strategic business decision. Brands that prioritize gender equality in their advertising stand to benefit from increased sales, not only from women, but also from men and consumers of different races, ethnicities, and generations.



## Recommendations for Marketers

1. **Embed GEM® Creative Best Practices:** Marketers must prioritize gender equality in their advertising content, ensuring accurate and positive portrayals of women. This includes making diverse representation a must, continually challenging stereotypes, and being intentional about gender equity between women and men in portrayals.
2. **Leverage GEM® Pre- and In-Market Testing:** Utilize the Gender Equality Measure as a benchmark for assessing gender bias in advertising content. Higher GEM® scores have been proven to correlate with increased sales performance, indicating the business value of gender-equitable advertising.
3. **Tailor Content for Younger and Diverse Audiences:** Recognize the diverse preferences and expectations of consumers across genders, ethnicities, and generations. Tailoring advertising content effectively to younger audiences means increasing emphasis on challenging gender norms and fostering inclusivity. Diverse audiences, racial/ethnic representation and cultural relevance, when combined with gender-equitable portrayals, drive increased effectiveness and sales.
4. **Commit to Continuous Improvement:** Continuously evaluate and refine advertising strategies to uphold gender-equality principles. Stay informed of evolving consumer attitudes and preferences, adapting strategies accordingly to drive sustained business success.

By embracing these recommendations and prioritizing gender equality in advertising, marketers can contribute to a more inclusive and equitable media landscape while driving tangible business outcomes. By harnessing the power of gender equality in advertising to promote positive social change, we can also improve sales outcomes and drive industrywide economic success.

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# Appendix



## About GEM®

The Gender Equality Measure (GEM®) stands as the global benchmark for assessing gender equality, particularly within advertising and content. Notably, GEM® is the pioneer and sole measurement tool designed to quantify gender bias embedded in advertising and content.

Awarded the prestigious ESOMAR Award for its effectiveness in ad measurement, GEM® boasts the largest database of tested advertisements, exceeding 300,000 samples worldwide, with 73,000 spanning global markets. Operating in 14 countries that collectively represent 90% of global ad spending, GEM® conducts creative testing on a comprehensive scale.

Benefiting from seven years of global multiplatform normative data and benchmarks, GEM® facilitates correlations between brand health, sales, and factors such as gender, race/ethnicity, and language. Notably, advertisements scoring high on the GEM® scale have demonstrated double-digit increases in metrics including brand reputation, brand choice, purchase intent, calls to action, and brand loyalty. Moreover, ads with elevated GEM® scores have shown correlations with significant sales spikes, ranging from two to five times higher than average.

GEM® evaluates gender equity in advertising content across various platforms, encompassing four primary dimensions:

1. **Presented:** Measures consumer perceptions regarding how women are presented in advertisements.
2. **Respectful:** Assesses whether women are portrayed in a manner deemed respectful by consumers.
3. **Appropriate:** Gauges consumer opinions on the appropriateness of the portrayal of women.
4. **Role Model:** Evaluates whether women are depicted as suitable role models for other women and young girls.

## How Are GEM<sup>®</sup> Scores Calculated?

Consumer responses to the GEM<sup>®</sup> questions are indexed against the scores of ads of similar formats, platforms, and markets within the GEM<sup>®</sup> database. This indexing process generates an overall GEM<sup>®</sup> score and provides scores/indices for each of the four GEM<sup>®</sup> pillars: Presented, Respectful, Appropriate, and Role Model.

## Circana TV Lift Methodology

Circana runs separate data models on four key KPIs, penetration, purchase occasions, spend per purchase occasions, and household sales, to understand how a campaign performed and if it's driving lift for the brand. Massive scale of data generates granular results at the subcampaign level, analyzing TV performance at the tactic level, such as creative and network, with cross-performance metrics, such as by advertising ethnicity and GEM<sup>®</sup> ranking.

## GEM<sup>®</sup> TV Lift Overview

Marrying GEM<sup>®</sup> to Circana TV Lift<sup>™</sup> created a unique solution wherein the GEM<sup>®</sup> Lift methodology gauges the equality of ads, provides campaign reads for TV, and layers these inputs with shopper and sales data, including more than 500 million frequent shopper loyalty cards from multiple national retailers. GEM<sup>®</sup> TV Lift examines the relationship of ad exposure to offline sales by combining frequent shopper and omnichannel store sales data with macroeconomic factors and TV advertising viewership exposure data, supported by iSpot technology. The end result is that we tie together exposure and in-store purchase data to measure impact. In addition to the GEM<sup>®</sup> metrics of "Presented, Respectful, Appropriate, and Role Model," referenced in the "About GEM<sup>®</sup>" section, GEM<sup>®</sup> TV Lift rates campaigns on overall incremental sales and identifies key performance metrics such as occasions, dollars per occasion, and penetration. With GEM<sup>®</sup> TV Lift, advertisers can answer and respond to critical questions, including, but not limited to:

- What is the overall incremental sales impact or lift of the GEM<sup>®</sup>-scored ad campaign?
- Which creative message, publishers, and placement strategy should I be adjusting to optimize impact?
- Which target audience best responds to cross tactics like programming and creative?

## About SeeHer: The Leading Global Voice for Gender Equality in Advertising and Media

**SeeHer** is the leading global movement to eliminate gender bias in marketing, media, and entertainment. Launched in 2016 by the **Association of National Advertisers (ANA)**, SeeHer's coalition of leaders is committed to setting the gender equality agenda for the industry and driving growth for their businesses. To help its members benchmark success and become catalysts for change, SeeHer spearheaded the development of the Gender Equality Measure (GEM®), the first research methodology that quantifies gender bias in ads and programming. A winner of the prestigious ESOMAR Research Effectiveness Award, GEM® is the global measurement standard, proving that content accurately portraying women and girls dramatically increases purchase intent and brand reputation. SeeHer's suite of training and resources, including GEM®, enables marketers to prioritize best practices as part of an always-on approach to driving growth. The movement includes the following vertical expertise: SeeHer in Sports, SeeHer Entertainment, SeeHer Health, and the SeeHer Media Task Force. Visit [SeeHer.com](https://www.seeher.com) to join the movement, and follow SeeHer on [LinkedIn](#) and [Instagram](#).

## About iSpot

iSpot helps advertisers drive ad effectiveness with unified TV and video measurement, from creative to audience to outcomes. Our fast, accurate, and actionable measurement solutions enable advertisers to assess creative effectiveness, improve media plans, and drive business outcomes from TV and streaming advertising. iSpot solutions are purpose-built to measure the performance of every ad on TV with digital-like precision and granularity. Empowered with always-on cross-platform performance insights, advertisers can take quick and confident action to cut wasted ad spend. With currency-grade measurement, large-scale verified insights, and deep competitive intelligence, iSpot gives advertisers control and confidence amid the chaos of the new media landscape.

## About Circana

Circana is the leading adviser on the complexity of consumer behavior. Through unparalleled technology, advanced analytics, cross-industry data, and deep expertise, we provide clarity that helps almost 7,000 of the world's leading brands and retailers take action and unlock business growth. We understand more about the complete consumer, the complete store, and the complete wallet so our clients can go beyond the data to apply insights, ignite innovation, meet consumer demand, and outpace the competition. Learn more at [circana.com](https://www.circana.com). Check us out on our social channels: [LinkedIn](#) [Instagram](#) [Facebook X](#) [YouTube](#)

## About ABX

ABX is a techno-research company focused on driving ROAS and profits through its Global Integrated Single Solution. Marketers through the ABX Global Multimedia/Multi Channel Platform can evaluate the effectiveness of all their creative and copy across all media types and channels, and against their competitors' and other ads, representing approximately 90% of global ad spend. Other valuable consumer data is also available for making informed, time-sensitive business decisions. Designed by the visionaries, pioneers and inventors who helped create the methodologies used by legacy marketing research firms.