

Advertiser-Focused Research

How Locked On Uses Brand Lift Insights to Drive Campaign Performance

Executive Summary

As Locked On Podcast Network scaled, so did its need to demonstrate the effectiveness of its ad campaigns. Advertisers wanted more than audience size—they wanted proof of impact.

Through Coleman Insights' Ascend Brand Lift Studies, Locked On delivers detailed performance insights that go beyond impressions, showing how campaigns influence listener perception and purchase intent. The result: stronger campaigns, real-time optimization, and more confident advertiser relationships.

Key Outcomes



Clear brand lift data across awareness, favorability, and purchase consideration



Ability to adjust campaigns mid-flight based on specific performance



Enhanced credibility and transparency with both new and long-term advertisers

The Challenge

Locked On Podcast Network was growing rapidly and attracting major brand advertisers. But as media buyers became more performance-focused, the network needed to offer more than basic reach and engagement metrics. Advertisers expected transparency, accountability, and evidence that their messaging was working.

LockedOn needed a solution that would:

- ✓ Prove campaign effectiveness beyond downloads and impressions.
- ✓ Offer detailed, campaign-specific insights to guide optimization.
- ✓ Build long-term advertiser trust through regular reporting and transparency.

To stand out in a crowded podcast space, Locked On wanted to lead with intelligence, not just inventory.

Our Approach

Coleman Insights partnered with Locked On to implement Ascend Brand Lift Studies, a powerful research tool designed to measure how advertising shifts audience perceptions and behavior over time.

Our methodology included:

- ✓ Conducting studies at regular intervals following advertiser campaigns.
- ✓ Segmenting results by creative, audience, and platform.
- ✓ Measuring brand lift across key metrics including Awareness, Favorability, and Purchase Intent.
- ✓ Highlighting what worked, what didn't, and where to optimize in real time.

This approach empowers Locked On to show advertisers how their campaigns are performing and how to improve results moving forward.

The Results

Thanks to Ascend Brand Lift Studies, Locked On now provides advertisers with concrete, data-driven evidence of success. They can isolate which campaign elements are moving the needle and make adjustments mid-flight when needed. This not only helps advertisers optimize outcomes, but also positions Locked On as a transparent, performance-minded partner. The result is deeper trust, better campaign ROI, and stronger relationships with both existing and prospective advertisers.

Have questions or want to explore how research can work for you? Get in touch with us!



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