

Research Capabilities

hulu FOR BRANDS

At Hulu, we continue to partner with best-in-class vendors to prove both ad effectiveness and sales effectiveness for your brand.

Audience Validation

DID THE RIGHT AUDIENCE SEE MY AD?

Utilize industry-leading 3rd party audience measurement tools to gain deeper insight on your key audience targets, understand reach and frequency, and validate audience specific campaign delivery.

OUR PARTNERS



VALIDATED RESULTS

50% of viewers reached by an ad campaign on Hulu never saw the brand's ad campaign on linear TV.

Source: Avg. of 15 Nielsen Extended Reach Studies, 2017

Brand Lift

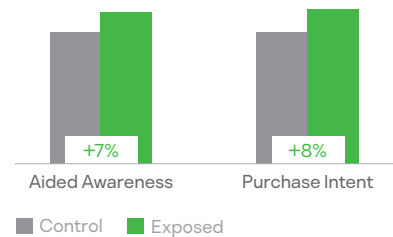
DID MY AD RAISE AWARENESS?

Measure your ad's efficacy in moving consumers through their purchase journey – from building brand awareness to driving purchase consideration.

OUR PARTNERS



BRAND LIFT RESULTS



Source: Kantar Millward Brown, Topline Norms, 2017

Performance. Results. Outcomes.

DID MY AD DRIVE SALES?

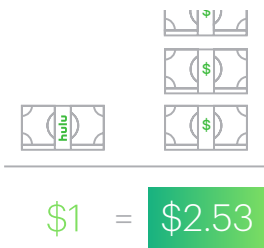
Use our robust suite of attribution tools to measure real-world product purchases. Hulu works with best-in-class vendors to link your ad spend to an increase in sales.

OUR PARTNERS



ATTRIBUTION RESULTS

For every dollar spent on Hulu, Brand X made \$2.53 in retail sales

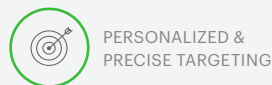


Source: Nielsen Catalina Solutions, 2017

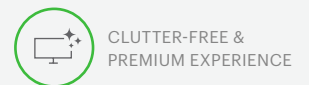
FOR MORE INFO VISIT
[HULU.COM/ADVERTISING/CASE-STUDIES](https://www.hulu.com/advertising/case-studies)



YOUNGER & MORE ENGAGED AUDIENCE



PERSONALIZED & PRECISE TARGETING



CLUTTER-FREE & PREMIUM EXPERIENCE