

OVERVIEW

A leading luxury jewelry brand partnered with Ogury to connect with high-value luxury good purchasing audiences across premium digital environments. Leveraging Upwave, the Brand Outcomes Measurement Platform, this brand was able to quantify real-time Brand Lift across key KPIs—demonstrating Ogury’s ability to reach target consumers.

DRIVING BRAND LIFT AMONG TARGET AUDIENCES

Upwave identified meaningful lift across key Brand Outcomes, particularly among the brand’s priority audiences. By using Ogury’s solutions, this campaign was able to reach and resonate with high-value luxury good purchasers, and extend impact beyond loyal customers to users of competitive luxury brands.



STRONG RESULTS WITHIN GROWTH SEGMENTS

This campaign resonated with younger generations, with Gen Z and Millennials delivering some of the strongest gains in Purchase Intent, with **Gen Z up +5%** and **Millennials up +5.5%**.

Millennials further stood out with the largest lift in Brand Preference across all generations at +4%, signaling strong alignment with the next generation of premium buyers.

HIGH LIFT AMONG COMPETITIVE CATEGORY USERS

The campaign drove a double digit increase in Ad Recall among past users of multiple competitive brands as well as a lift in Purchase Intent.



	Ad Recall	Purchase Intent
Competitor A	+10.5%	+7.6%
Competitor B	+14.6%	+5.2%