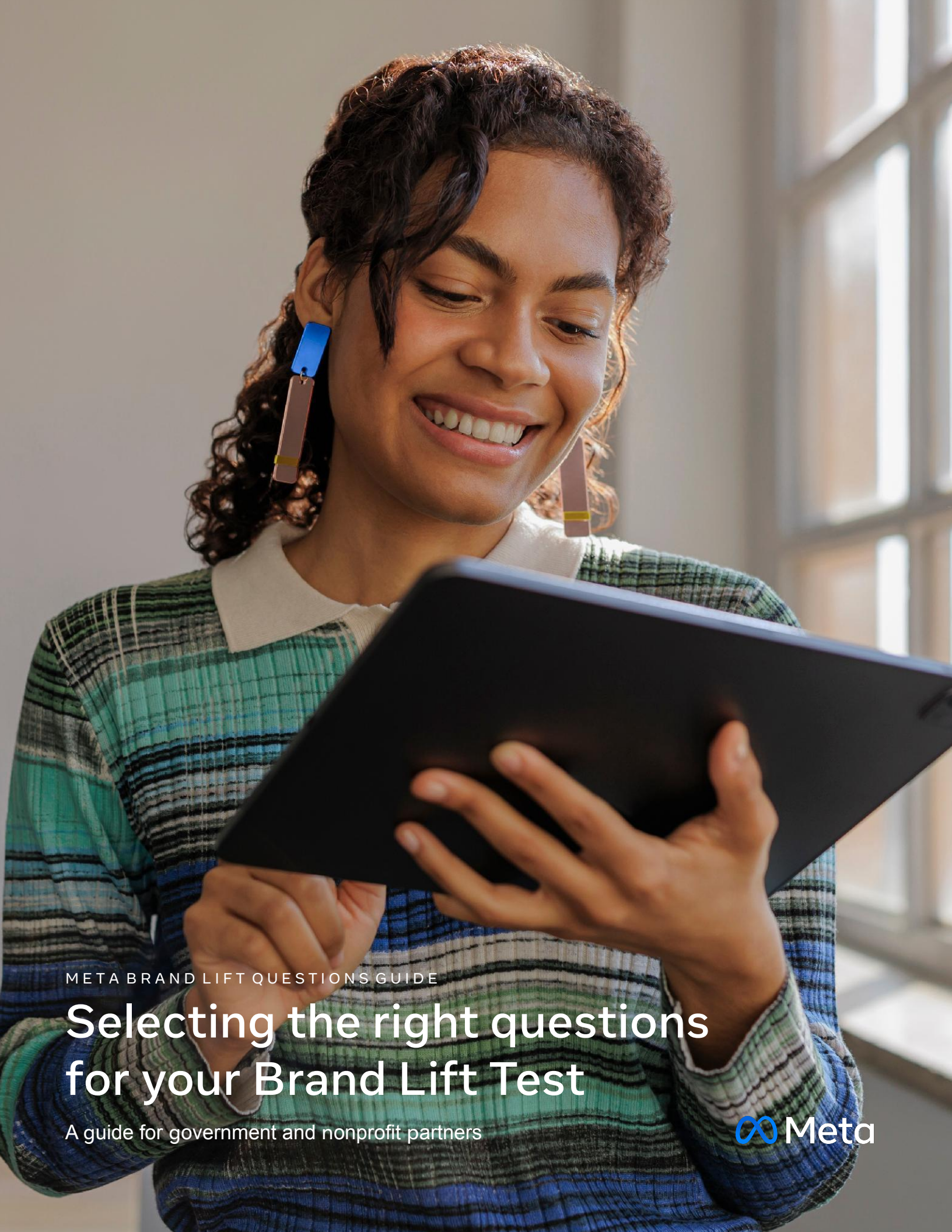




META BRAND LIFT QUESTIONS GUIDE

Selecting the right questions for your Brand Lift Test

A guide for government and nonprofit partners

 Meta

Overview and Question Selection Best Practices

Meta Brand Lift enables government organizations, nonprofits and advocacy partners to measure the effectiveness of their campaigns on Facebook and Instagram. By using in-feed poll questions shown to both test and control groups, you can quantify how your ads influence awareness, recall, favorability and intent among your target audiences.

This guide helps you select and design the right questions for your Brand Lift test, with examples and best practices tailored for government organizations, nonprofits and advocacy campaigns.

Key features: Select up to 3 questions per test (Ad Recall is mandatory) • Tailor questions using a flexible format with customizable components • Results are compared against benchmarks by geographic region and partner type • Request translations in 30+ languages • Maximum of 150 characters for questions and 50 characters for answer fields

Select questions based on your campaign objectives

Choose questions that align with your specific campaign goals and creative messaging.

Example: The City of Wartham's objectives are (1) to drive awareness of their education initiative and (2) to drive attendance of an event where the initiative will be discussed with citizens.

Which questions align to the objectives AND the creative?

- ✓ Do you recall seeing an ad for the City of Wartham on Facebook or Instagram in the last 2 days?
- ✓ Have you heard of Educate Citizens of Wartham?
- ✓ Are you planning to attend the town hall meeting when the Educate Citizens of Wartham initiative will be discussed?
- ✗ Which city do you most associate with the best education? *(This question does not align with the specific campaign objectives or creative.)*

Question Design Tips

Use language that your audience will understand

Respondents should not have to work hard to answer the questions. Keep language simple and direct.

- ✗ **Avoid:** What are your thoughts on the education program "student-centered and cooperative learning principles" used by the City of Wartham?
- ✓ **Better:** What is your opinion of the Educate Citizens of Wartham initiative?

Avoid two-part questions

More than one concept asked at a time will provide confusing results.

- ✗ **Avoid:** Do you agree or disagree that the Educate Citizens of Wartham is the best initiative for citizens and uses the most innovative approaches in teaching?
- ✓ **Better:** Do you agree or disagree that the Educate Citizens of Wartham initiative uses the most innovative approaches in teaching?

Avoid leading questions

Leading questions can lead to biased results. Answer options should be balanced and neutral.

- ✗ **Avoid:** Which education initiative is best for the City of Wartham's citizens? – Teach the Fundamentals – Educate Citizens of Wartham – Back to Basics – Statistics for Beginners *(This question implies one answer is "best" and may bias responses.)*

Meta Brand Lift Flexible Questions Format

We offer a flexible format that allows you to tailor the questions in your test based on your needs, while still allowing you to track benchmarks. Use the tables below to design questions for all parts of the funnel.

Customization options

- ✓ Tailor questions based on the ad format you're using, the outcomes you want and grammatical needs
- ✓ Edit text components to replace business-focused terms (e.g., "brand") with terms suited to your organization (e.g., "organization," "initiative," "campaign," "program")
- ✓ Request translations for each complete flexible question in 30+ languages

Important notes: An Ad Recall question is mandatory for each test | Up to 3 questions are permitted per test | Results for the flexible questions listed below will be compared against benchmarks by geographic region and partner type

Ad Recall

**Mandatory for brand studies*

Standard Ad Recall

Do you recall [1] [2] (organization/initiative) [3] online or on a mobile device in the last 2 days?

Component 1	Component 2	Component 3	Answers
seeing	an ad for	Editable text field for	Yes
watching	ads for	(organization/	No
encountering	a post about	initiative)	Not sure
viewing	a story about		
reading	a video about		
	a Reel about		

Unaided Ad Recall

Which of the following [1] (organization/message/initiative) [2] have you [3] seen advertised online or on a mobile device in the last 2 days? Tick all that apply.

Component 1	Component 2	Component 3	Answers
Which of	Editable text field for	seen advertised	(Organization A)
How many of	(organization/message	seen	(Organization B)
	/ initiative)	encountered	(Organization C)
		watched	(Organization D)
		listened to	None of the above

Flexible Questions Options

Upper Funnel

Standard Awareness

Have you heard of [1] (organization/initiative/message) [2]?

Component 1	Component 2	Answers
Are you aware that	Editable text field for	Yes
Do you know that	(organization/initiative/	No
Did you know that	message)	Not Sure
Have you heard of		
Have you watched		
Have you listened to		
Have you talked about		
Have you recommended		
Have you used		
Could you select		
Could you pick out		
Could you recite		

Unaided Awareness

Which of the following [1] (organization/initiative/message) [2] have you [3] heard of? Tick all that apply.

Component 1	Component 2	Component 3	Answers
Which of	Editable text field for	heard of heard	(Organization A)
How many of	(organization/initiative/	about seen	(Organization B)
	message)	before noticed	(Organization C)
		remembered	(Organization D)
		thought about	None of the above
		told someone about	
		talked about	

Top-of-Mind Awareness

Which of the following (organization/initiative) [1] comes to mind when you [2] first think of (statement) [3]?

Component 1	Component 2	Component 3	Answers
Editable text field for	first think of	Editable text field	(Organization A)
(organization/	hear	for (statement)	(Organization B)
initiative)	read		(Organization C)
	see		(Organization D)
			Other/None

Media Campaign Awareness

Have you [1] heard of (media campaign) [2]?

Component 1	Component 2	Answers
heard of	Editable text field	Yes
seen	for (campaign)	No
listened to		Not sure
spoken about		
participated in		
taken part in		

Flexible Questions Options

Middle Funnel

Message Association

Which [1] organization/initiative [2] do you [3] most associate with [4] (message) [5]?

Comp. 1	Comp. 2	Comp. 3	Comp. 4	Comp. 5	Answers
Which What	organization initiative program campaign	do you would you	associate with relate to connect with	Editable text field for (message)	(Organization A) (Organization B) (Organization C) (Organization D) Other/None

Note: Default options show "brand/product/company" — edit to "organization," "initiative," "program," or "campaign" as appropriate.

Message Recall

Which of the following (organization/initiative)[1] [2] uses the following message in its [3] ads? (Message) [4] [5]

Comp. 1	Comp. 2	Comp. 3	Comp. 4	Comp. 5	Answers
Which of the following Which of these Which What	Editable text field for (organization/ initiative)	uses says broadcasts advertises communicates shows displays	ads campaigns communications posts videos Facebook/ Instagram posts	Editable text field for (message)	(Organization A) (Organization B) (Organization C) None of the above Don't know

Message Agreement

Do you agree or disagree that (statement) [1]?

Component 1	Answers
Editable text field for (statement)	Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

Standard Favorability

What's your opinion of [1] (organization/initiative) [2]?

Component 1	Component 2	Answers
What is your opinion of What are your thoughts on How do you feel about	Editable text field for (organization/ initiative)	I like it I neither like nor dislike it I dislike it I am not familiar with this organization

Flexible Questions Options

Abstract Favorability

How would you describe your [1] overall opinion of (organization/initiative) [2]?

Component 1	Component 2	Answers
overall opinion of thoughts about impression of feelings about views on	Editable text field for (organization/ initiative)	Very favorable Somewhat favorable Neutral Somewhat unfavorable Very unfavorable

Familiarity

How [1] familiar are you with (organization/initiative) [2]?

Component 1	Component 2	Answers
familiar comfortable acquainted	Editable text field for (organization/ initiative)	I know a lot about this organization I know a fair amount about this organization I know a little about this organization I've only heard the name I've never heard of this organization

Note: Default answer text shows "product" — edit to "organization" or "initiative" as appropriate.

Attribute Rating

How would you [1] rate (organization/initiative) [2] in terms of [3] (attribute) [4]?

Comp. 1	Comp. 2	Comp. 3	Comp. 4	Answers
rate rank	Editable text field for (organization/ initiative)	in terms of in regards to when it comes to for on being	Editable text field for (attribute)	Very high High Average Low Very low

Lower Funnel

Action Intent

How likely are you [1] to join (organization/initiative) [2]?

Component 1	Component 2	Answers
to recommend to watch to work with to read to vote for to listen to to subscribe to to join to visit to attend to support to volunteer for	Editable text field for (organization/ initiative)	Very likely Somewhat likely Neutral Somewhat unlikely Very unlikely

Flexible Questions Options

Recommendation

Will [1] you [2] recommend (organization/initiative) [3] to a [4] friend?

Comp. 1	Comp. 2	Comp. 3	Comp. 4	Answers
Will	recommend	Editable text field for (organization/initiative)	friend	Yes
Would	mention		relative	No
	talk about		coworker	Not sure
			neighbor	I'm not familiar with this organization
			classmate	
			spouse	
			child	
			parent	
			teacher	
			partner	
			community member	

Note: Default answer text shows "brand" — edit to "organization" or "initiative" as appropriate.

Preference

Among the following [1] (organizations/initiatives) [2], which do you [3] prefer most?

Component 1	Component 2	Component 3	Answers
Among the	organizations initiatives programs campaigns	prefer	(Organization A)
following Of the		like	(Organization B)
following		care about	(Organization C)
Out of the below		think about	(Organization D)
		talk about	Other/None

Note: Default options show "brands / companies / products" — edit to "organizations," "initiatives," "programs," or "campaigns" as appropriate.

Equity Metrics

Meets Needs

Do you agree or disagree that (organization/initiative) [1] meets my needs [2] better than [3] (other organizations/initiatives) [4]?

Comp. 1	Comp. 2	Comp. 3	Comp. 4	Answers
Editable text field for (organization/initiative)	meets my needs takes care of me cares about me caters to me does what I need it to helps me gets me understands me	better than more often than more than	Editable text field for (other organizations/initiatives)	Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

Flexible Questions Options

Affinity

How [1] do you feel about [2] (organization/initiative/message) [3]?

Component 1	Component 2	Component 3	Answers
How What	feel about think about	Editable text field for (organization / initiative / message)	I love it I like it I'm neutral I don't like it I hate it

Uniqueness

Do you agree or disagree that (organization/initiative) [1] is different than [2] (other organizations/initiatives) [3]?

Component 1	Component 2	Component 3	Answers
Editable text field for (organization/ initiative)	different than unique from better than distinct from	Editable text field for (other organizations / initiatives)	Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

Dynamic

Do you agree or disagree that (organization/initiative) [1] is starting conversations [2] in (category) [3]?

Component 1	Component 2	Component 3	Answers
Editable text field for (organization/ initiative)	setting the trends starting conversations causing changes leading making a mark	Editable text field for (category)	Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree

FAQs

Q: How should I decide which questions to choose?

Choose the questions that best fit your campaign objectives. Align your selected questions with what your campaign creative communicates and the outcomes you want to measure.

Q: Does choosing different phrasing for a question impact my ability to measure benchmarks?

No. The flexible questions format will still allow you to compare responses against the benchmarks of the parent question.

Q: How should I decide which phrasing to use in the questions I choose?

Choose the language that best fits your needs without compromising methodological rigor or introducing bias. For government and nonprofit campaigns, consider using terms your target audience is most familiar with.

Q: What are the guidelines around creating custom questions?

You can create 1 custom question per test. Custom questions require additional approvals. Because norms are based on results for standardized questions, they aren't available for custom questions. Ask your Meta representative for more information.

Q: How many questions can I include in a single Brand Lift test?

You can include up to 3 questions per test. An Ad Recall question is mandatory for every test.

Q: Can I run Brand Lift tests on both Facebook and Instagram?

Yes. Meta Brand Lift measures the impact of your campaigns across Facebook and Instagram.

Q: What are the character limits for questions and answers?

Questions have a maximum of 150 characters. Answer fields have a maximum of 50 characters. Keep your wording concise and clear.

Q: How do I replace business-focused terms with language appropriate for my organization?

When setting up your questions, look for editable text fields where default terms like "brand," "product," or "company" appear. Replace these with terms like "organization," "initiative," "program," or "campaign" as appropriate for your context.

Q: Are translations available?

Yes. You can request translations for each complete flexible question in 30+ languages when setting up the report.

Note: This guide is intended for government organizations, nonprofits and advocacy partners using Meta Brand Lift. For additional support, please contact your Meta representative.