



AWARENESS

Benchmark

PODD

+15

YOUTUBE

+12

Fotbollsmorgon

+25 pp

CONSIDERATION

Benchmark

PODD

+14

YOUTUBE

+18

Fotbollsmorgon

+22 pp

LIKING

Benchmark

PODD

+20

YOUTUBE

+21

Fotbollsmorgon

+23 pp

ATTITUDE

Benchmark

PODD

+13

YOUTUBE

+20

Fotbollsmorgon

+26 pp

Average lift (percent), exposed vs control group, seven different campaigns

+xx*

*benchmark, brand lift studies; **Podcast**

+xx*

*benchmark, brand lift studies; **Youtube**

Source: 1,935 online interviews, men 18–55 years, Sweden. Exposed vs. matched control group. Field periods Dec 2025 – Sep 2026

Source: Nepa Benchmark: Brand lift studies for advertisers in Podcast; +50 studies, Nepa Benchmark: Brand lift studies for advertisers on YouTube; +50 studies