

# Lifting the Curtain on Competitive Advertising Effects

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Cite as:

Guitart Ivan, Gelper Sarah, Haon Christophe, Hervet Guillaume (2025), Lifting the Curtain on Competitive Advertising Effects. *Proceedings of the European Marketing Academy*, 54th, (125507)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



# **Lifting the Curtain on Competitive Advertising Effects**

## **Abstract:**

Programmatic television allows advertisers to quickly schedule their ads taking into account competitors ads timing. We assess the impact of competitors' television ads on the ad lifts of a focal firm. We develop a model that allows estimating ad lifts at the individual ad level. We calibrate the model using two years of website visits at the minute level and airing information from 16,725 focal firm ads. In a model relating ad lifts and competitors' ad airings, we find that competitor ads aired before the focal firm's ads decrease ad lift by 3% and the impact persists for about 3.5 hours. The adverse impact of inferior competitors' ads is about four times and lasts for longer than that of superior competitors' ads. Our findings suggest that advertisers should wait for longer before airing ads after the airing of inferior (vs. superior) competitors. Furthermore, the exclusivity windows offered by television stations seem too short to fully protect brands from competitive ad effects.

*Keywords: ad lift, competitive advertising, television advertising.*

*Track: Methods, Modelling & Marketing Analytics*