

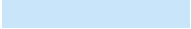
AudienceProject

No more flying blind





How to Optimise Your Ad Budget with Cross-Media Measurement



First we need to ask ourselves

WHY CROSS-MEDIA MEASUREMENT

Why

OXFORD UNIVERSITY

The average media plan could be **2.6x** more effective with a different media mix

And simulations in our campaign data base points to the same direction.

Source: Oxford University and Kantar, simulation of 1.105 campaigns, 2021



Why

*Next we should ask, what is it we should measure, and why.
The Answer is the reach and frequency*

1+ cover

The most important marketing KPI, is reach. It is the basis in the hierarchy.

What is the most important kpi in advertising, like the bedrock, the foundation of everything that follows? What do I as an advertiser need to focus on first and foremost with my advertising, what's the basic goal to achieve with my advertising campaigns?



Great question — and it goes right to the heart of advertising strategy.

If we strip away all the buzzwords, channels, and tactical KPIs, the **bedrock KPI in advertising is reach**:

👉 How many of the *right* people did your advertising actually reach?

Here's why:

- **No reach = no effect.** If your message doesn't get in front of people, nothing else matters.
- **Reach is the gateway to everything else.** Frequency, engagement, awareness, consideration, sales uplift — all of these depend on first having reached enough of your target audience.
- **Quality of reach matters as much as quantity.** It's not just about numbers, but reaching *the right people* (your target group) cost-effectively.

From there, you can layer on secondary KPIs depending on your campaign goals:

- If you want **awareness**, track aided/unaided recall.
- If you want **consideration**, track engagement or brand lift.
- If you want **sales**, track conversions or incremental uplift.

But none of these matter without **sufficient reach within your target audience**. That's the foundation stone on which all advertising effectiveness is built.

💡 So if you're asking "What should I focus on first and foremost?" → Ensure your campaign achieves **enough reach among** ↓ **right audience segment** to actually influence market outcomes.

+ Ask anything



What is the most important kpi in advertising, like the bedrock, the foundation of everything that follows? What do I as an advertiser need to focus on first and foremost with my advertising, what's the basic goal to achieve with my advertising campaigns?

👉 How many of the *right* people did your advertising actually reach?

Perfect 🙌 Here's a simple **Advertising KPI Hierarchy** you can use as a framework. Think of it as a pyramid — foundation first, then build upwards:

◆ Foundation: Exposure

- **Reach** = how many of the *right* people saw your ad
- **Frequency** = how often they saw it
(This ensures your message actually lands in the minds of enough people)

◆ Middle Layer: Brand Impact

- **Awareness** (aided/unaided recall, brand recognition)
- **Consideration** (brand preference, intent to buy)
- **Brand lift** (change in attitudes or perceptions caused by the campaign)
(This shows whether your reach is translating into mental availability and brand equity)

◆ Top Layer: Business Outcomes

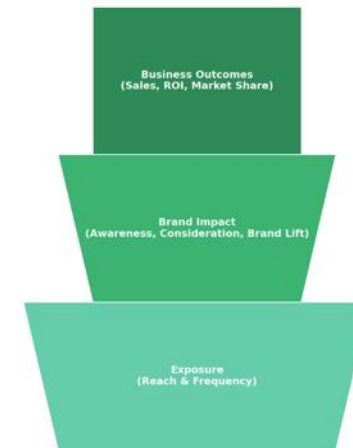
- **Sales uplift / Conversions** (incremental sales, leads, sign-ups)
- **Market share growth**
- **ROI / ROAS** (Return on Ad Spend)
(This connects advertising back to the business bottom line)

✦ Takeaway:

- **Reach** is the foundation KPI → without it, nothing else happens.
- **Brand impact** proves whether reach is meaningful.
- **Business outcomes** show if advertising is paying off.



Advertising KPI Hierarchy

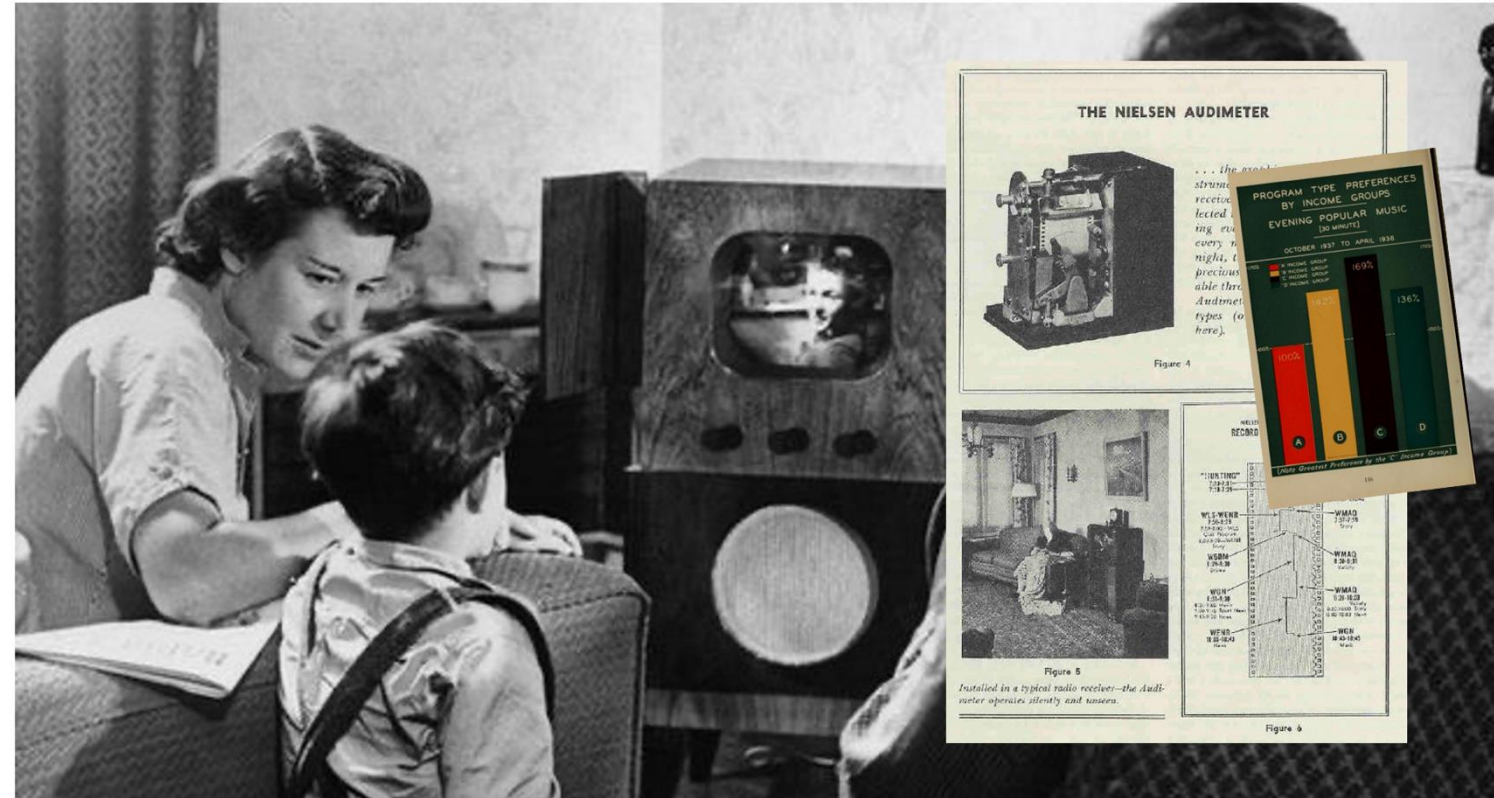


Even a hundred years ago advertisers and media spent a lot of time and resources to discover the cross-media reach and frequency.

If you think it is difficult today and costs too much, think what it must have been in 1930 when the first electronic media meter was developed.

I say the advertiser were led to side track during the last 15-20 years.

Let me tell you why.

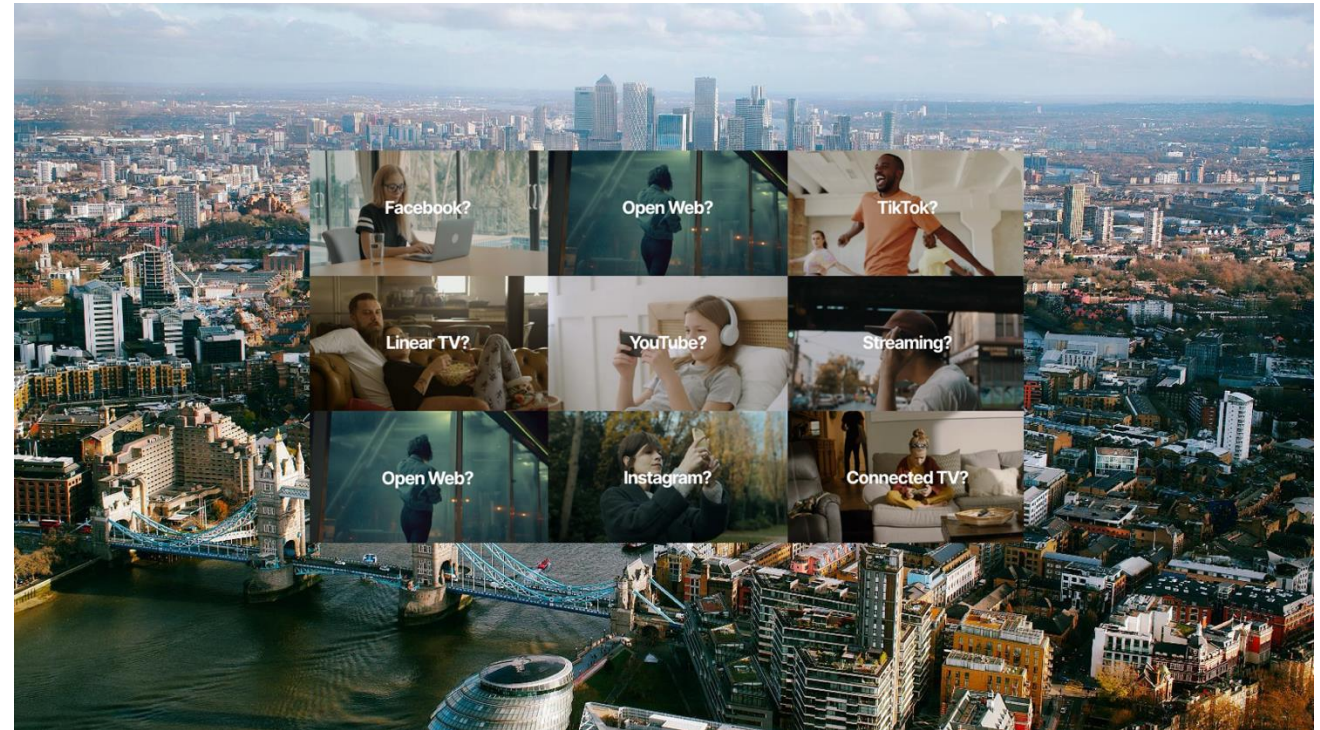


*It wasn't the birth of mobile media.
It wasn't the internet advertising.
It wasn't the fragmented media usage as such.
It wasn't the social media as such.*

*It was due to siloed measurement caused by
the rise of walled gardens.*

*Suddenly advertisers accepted that they only
get one campaign measurement from there,
and another here and a third one from over
there.*

*With no full picture available of the overlaps,
incerementality, or the price of the previous.*





**Who is your
campaign
reaching?**



**How many is
your
campaign
reaching?**



**How often is
your
campaign
reaching
them?**

...and how does each channel contribute?

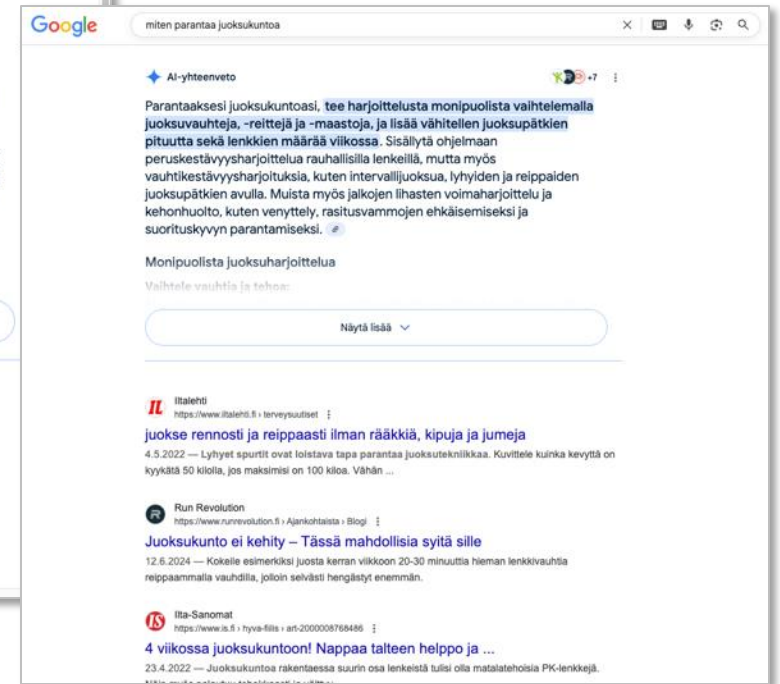
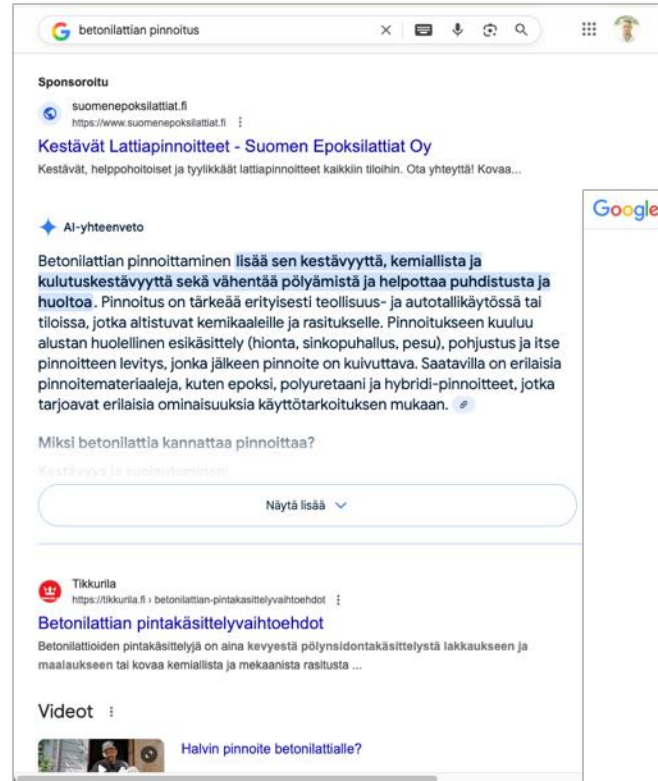
**But we have more reasons
WHY
to do cross-media measurement today**

Why

Instantly Adapt Your Ad spend to Changes in Media Usage

e.g. AI summaries in search results decreased traffic to publishers' sites in US by 15 % just in 8 weeks.

For more, look for my LinkedIn post



Your MMMs require Cross-media R&F data

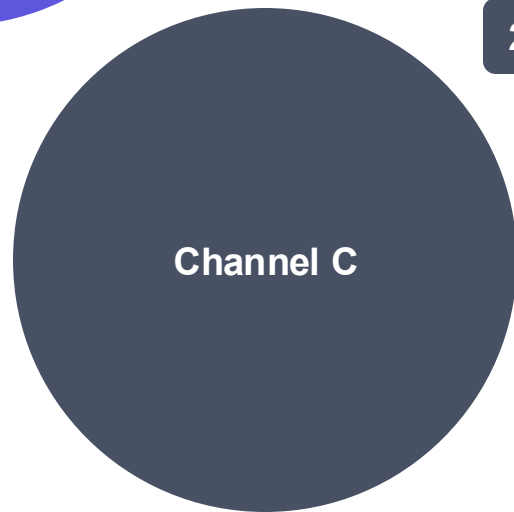
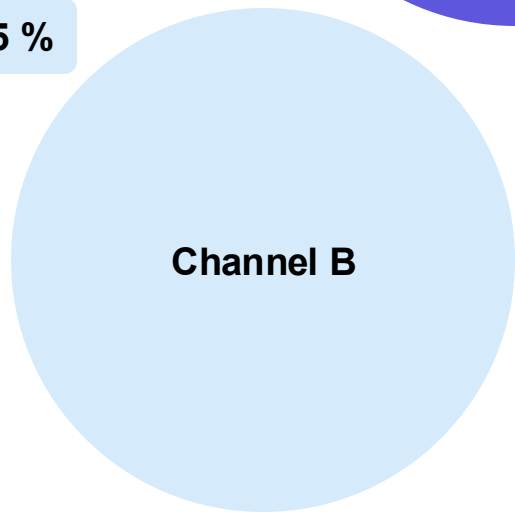
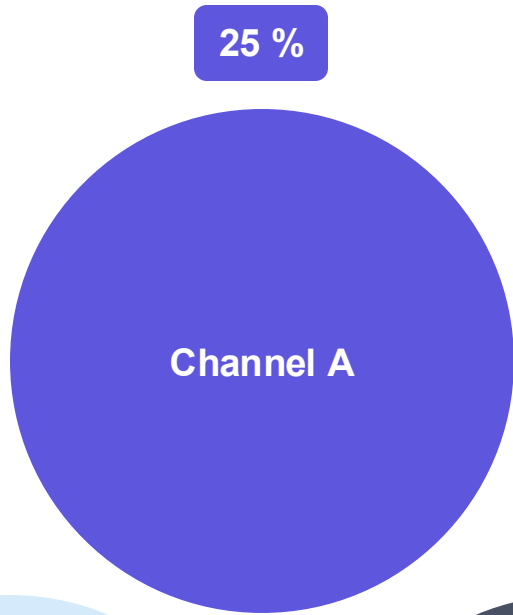


'By incorporating R&F into MMM models, the new methodology is shown to produce more accurate estimates of the impact of marketing on business outcomes and helps users optimize their campaign execution based on optimal frequency recommendations.'

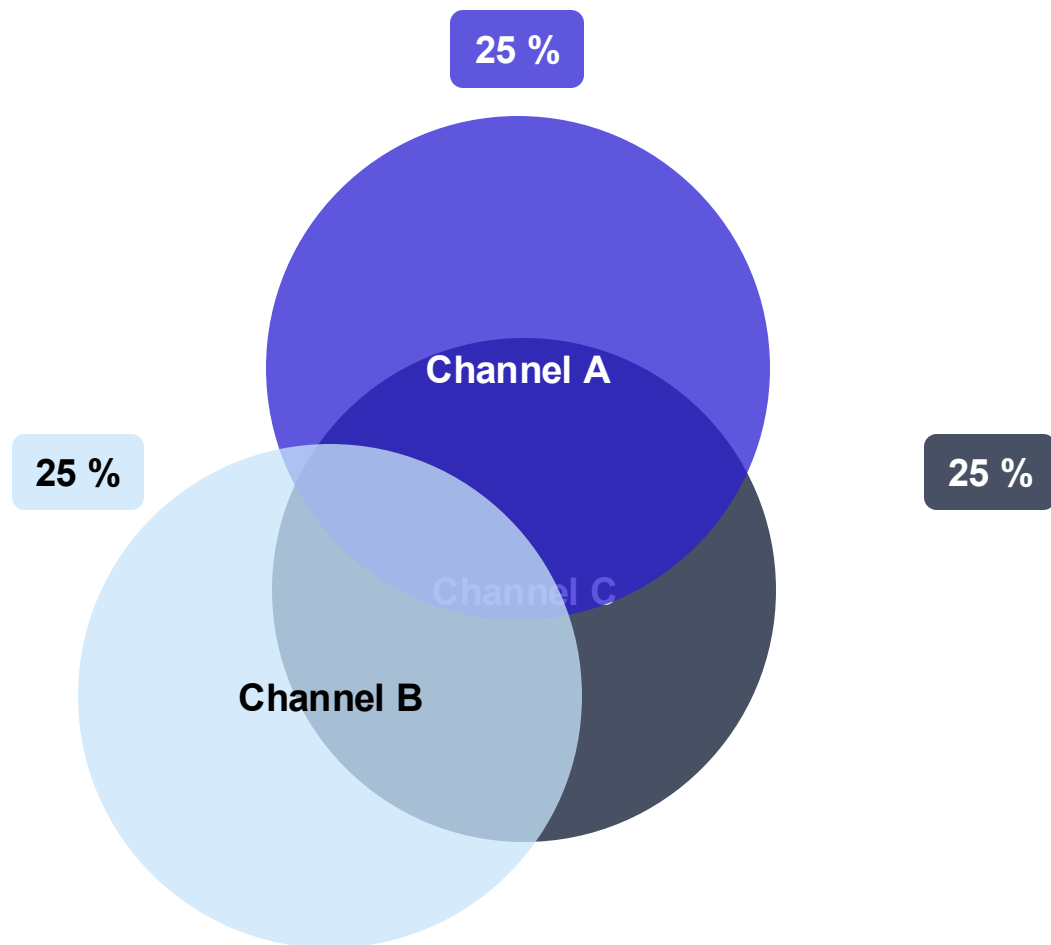
Yingxiang Zhang, Mike Wurm, Alexander Wakim, Eddie Li, Ying Liu



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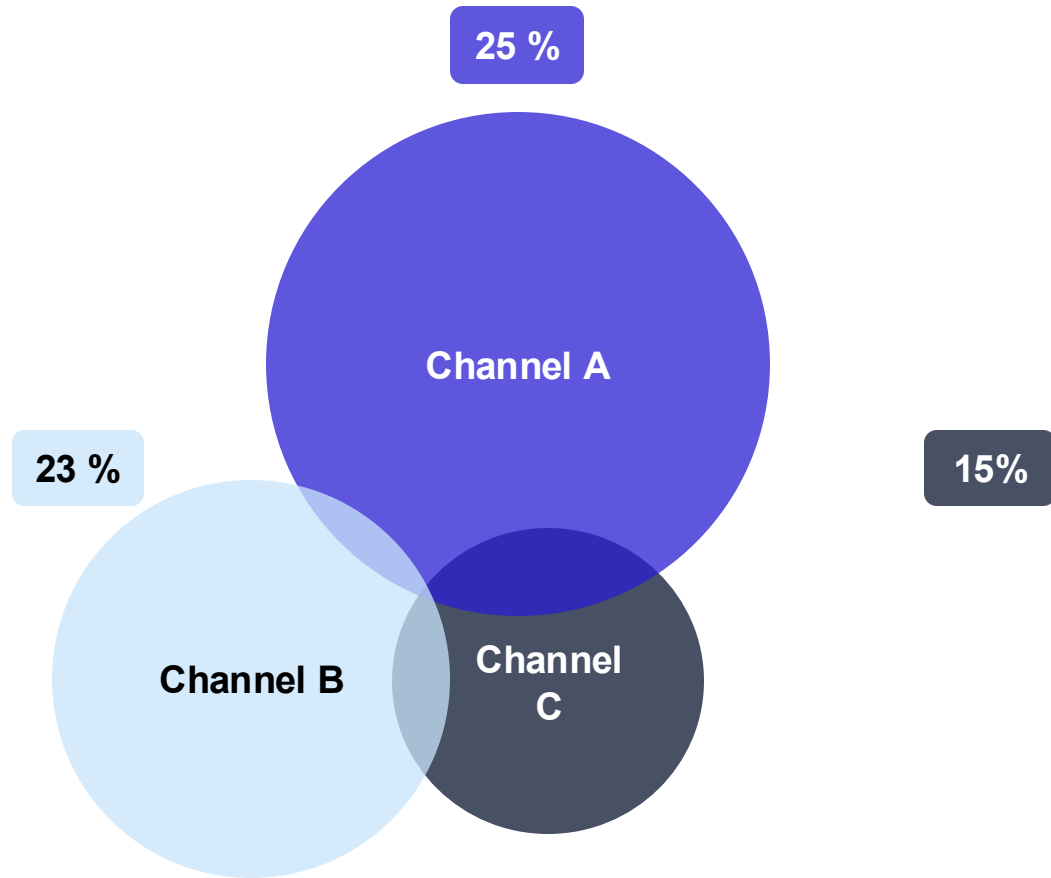


$$25 \% + 25 \% + 25 \% = 75? = 100 \text{ €}$$

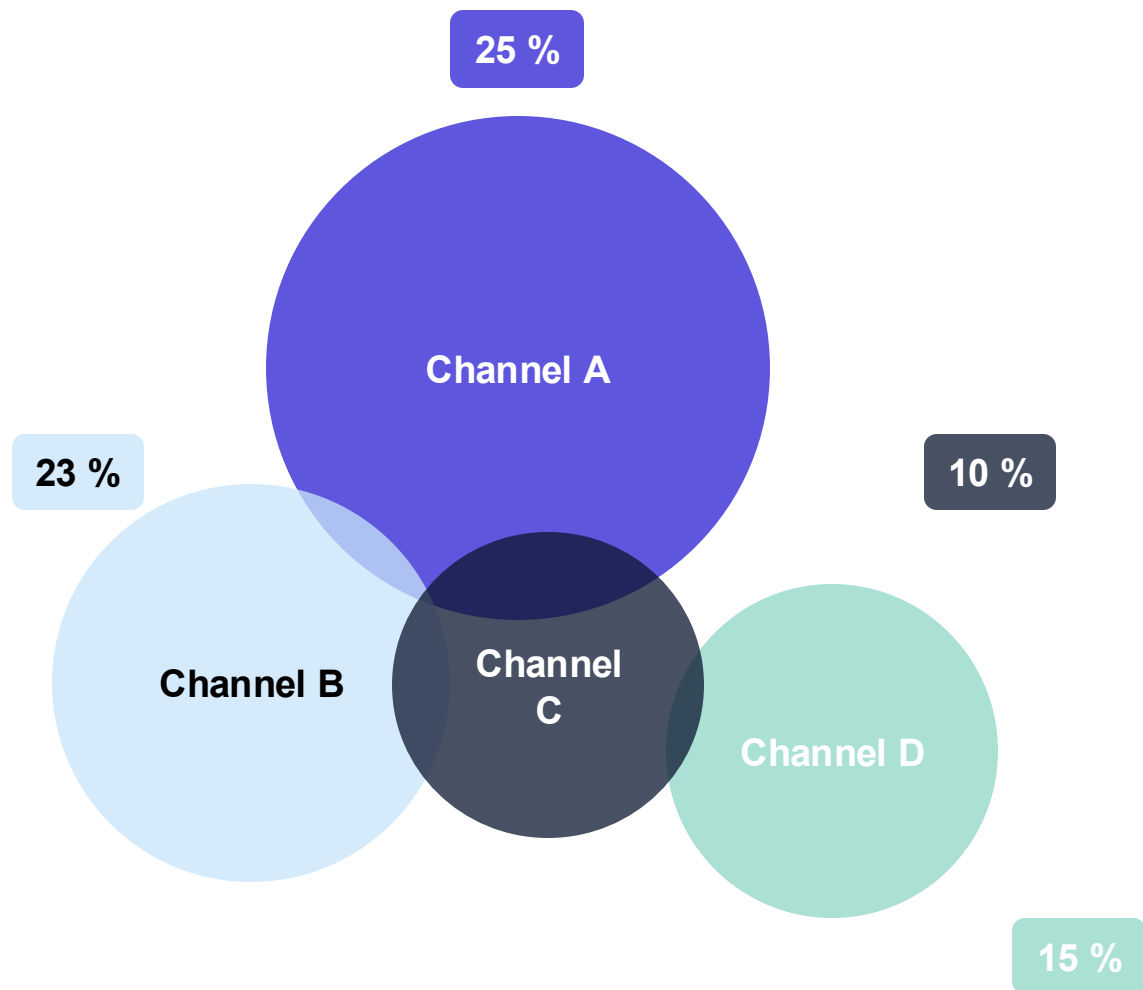


$$25 \% + 25 \% + 25 \% = 58 \% = 100 \text{ €}$$



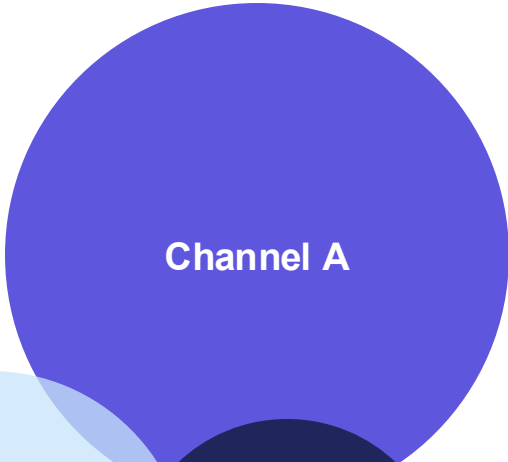


$$25 \% + 23 \% + 10 \% = 58 \% = 60 \text{ €}$$



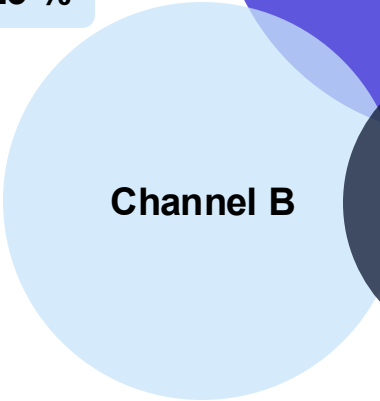
$$25 \% + 23 \% + 10 \% + 15 \% = 65 \% = 100 \text{ €}$$

25 %



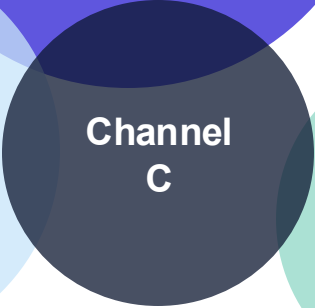
Channel A

23 %

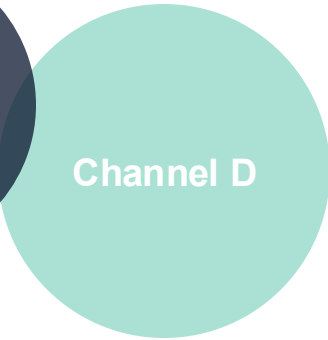


Channel B

10 %



Channel C



Channel D

15 %

58 % → 65 %



**Reach more
people with the
same budget**

OR

**Reach the same
number of people
with less budget**

Cross-media measurement check-list

1. It has to be a measurement, not an educated guess, or an opinion
2. To optimize is an iterative process
3. Constant measurement, always-on
4. Cross-media Human reach and frequency – not devices, ip-addresses etc.
5. Channel overlaps and incrementality
6. Budget and costs must be included channel by channel
7. State of the art technology approved by the ad platforms to ensure commensurability
8. It has to be made by a neutral 3rd party

**IS TO OPTIMIZE THE USE OF YOUR AD SPEND BY PROVIDING THE FACT-BASED
GROUND FLOOR TO BUILD UPON**

A full-page background image of a male mountaineer. He is wearing a blue jacket, a brown beanie, and a large red backpack. He has yellow ropes draped over his shoulders and is holding a yellow ice axe. He is smiling and looking towards the camera. The background is a vast, snowy mountain landscape with rocky outcrops and some mist or clouds in the distance.

**The Time is
Now for Cross-
Media
Audience
Measurement**

AudienceProject >=

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