



Digimainonnan tekemisten ja tulosten jatkuva mittaaminen ja raportointi

**IAB Smart Marketing webinaari
2020-10-20**

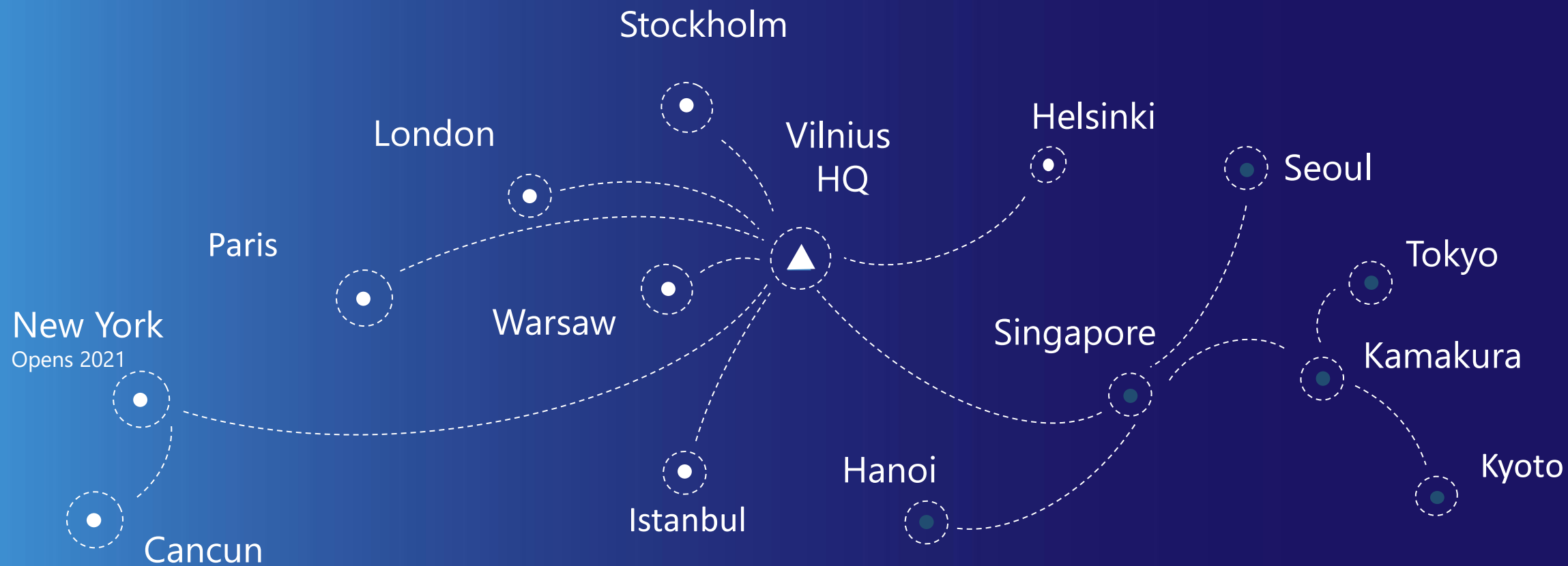
Kimmo Kiviluoto, Chief Data Scientist, Syno



Cancun Hanoi Helsinki Istanbul Kamakura London Seoul Singapore Stockholm Tokyo Vilnius Warsaw

Syno provides **Connected Data as a Service** to help data-driven organisations make better business decisions

Founded in 2014
75 Employees
7 MEUR Turnover



Some of our clients

250+ clients*

800+ projects*

60+ countries*
*2019 data

Media



Consumer Brands



Consultancies



Venture Capital

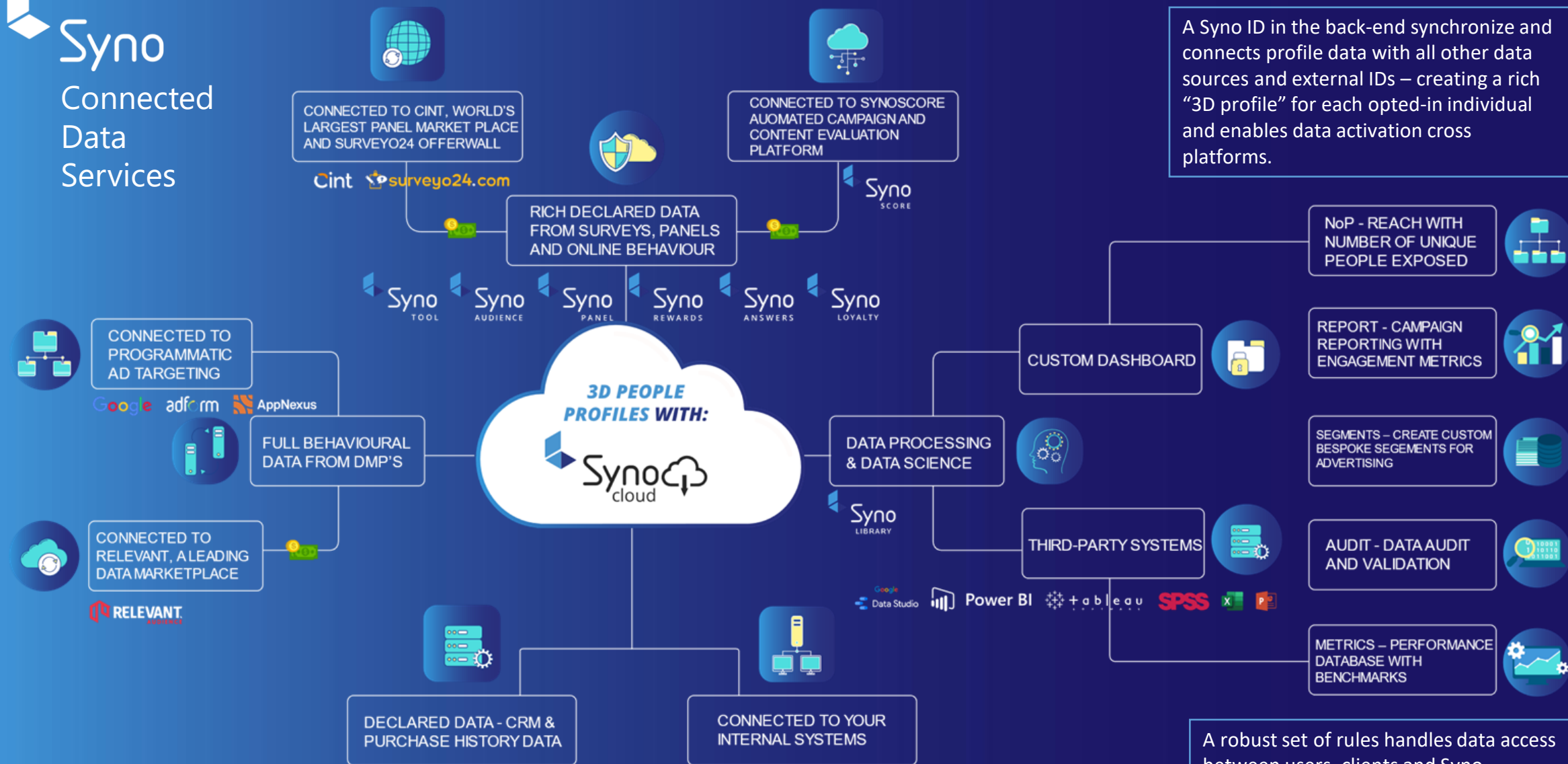


Research Agencies



Syno

Connected Data Services



A Syno ID in the back-end synchronizes and connects profile data with all other data sources and external IDs – creating a rich “3D profile” for each opted-in individual and enables data activation cross platforms.

A robust set of rules handles data access between users, clients and Syno International. Technology to manage GDPR compliance and local regulations is fully built out.

**“If you can’t measure it,
you can’t improve it”**

– Peter Drucker



CASE STUDY: BONNIER NEWS

- ✓ Bonnier is the largest news media group in Sweden with a daily reach of 3m people (30% of the total Swedish population)
- ✓ Bonnier has a need to continuously evaluate the effectiveness and contribution of advertising online and offline in its various brands
- ✓ Bonnier News annually conducts over 1000 campaign evaluations and from January 2020 uses the SynoScore evaluation platform
- ✓ Syno also administrates 59 branded panels (one per title) on behalf of Bonnier, with over 50,000 panellists

Bonnier News

Som ett av Sveriges ledande mediehus når vi över tre miljoner användare varje dag. Vi värnar om det fria ordet och gör skillnad genom journalistik som når och berör många. Genom att driva tekniken framåt och leda den digitala förändringsresan i branschen når vi hela tiden längre – du kan påverka riktningen.



THE END RESULT: DETAILED REPORTS ON CAMPAIGN IMPACT WITH BENCHMARKS



- Branded template
- Scores and benchmarks
- Active charts allow editing and comments
- Possible to compare between countries, industries, advertisers, media etc.
- Can be combined with external modules, for example emotional impact evaluation etc.

Templated evaluations via self-service subscription interface

The screenshot displays the Syno web application interface for creating an evaluation. On the left is a dark blue sidebar with a menu containing: Dashboard, Projects, Audience, Answers, Score, Orders, Campaigns, Settings, Surveys (alpha), Panels, and Settings. The main content area is titled 'Order' and includes a breadcrumb trail: Home > Orders > Order. At the top right of the main area, there are links for Accounts, Contacts, Opportunities, and Invoices, along with a user profile for 'llo@synoint.com Syno International'. The 'Order' form is divided into several sections: a 'Name' field at the top; a 'Modules' section containing a 'Print' module (which is expanded to show sub-modules: Recall, Recall, Page observation, and Content, each with a 'Missing required details' warning); a 'Distribution' section with an 'Add target group' button; a 'CHANNEL MODULES' sidebar on the right with 'Print' and 'Digital' options; and a 'SUBJECT MODULES' sidebar on the right with options like 'Recall', 'Content', 'Article', 'Page observation', and 'Single page', each with a dropdown menu.

- ✓ *Bonnier insights team can select from predefined templates covering various types of evaluations*
- ✓ *Desired audience segment, with a sample of exposed / non-exposed (or some other test set-up) is also specified for the evaluation*

Examples of Syno Score modules:

Ad-recall	Basic ad-recall metrics
Content	Evaluation of native ads/sponsored content
Article evaluation	Evaluation of creative content
Page observation	Evaluation of page observation detail in print
Single page	Evaluation of creative content in one page
Cinema advertising	Evaluation of cinema advertising
Brand lift	Evaluation of brand impact from advertising

In addition, customized modules available only for specific clients

ORDER

1. Client selects which "campaign" to measure and inputs campaign ID
2. Client selects which measurement template to use and number of completed interviews and any quotas
3. Client inputs "meta" data about campaign into Syno order form or via API

SET UP

1. Syno platform fetches campaign info from system or online form
2. The platform fetches contacts to use from external system, panel or other source
3. The platform fetches advertising material from upload or external system

COLLECTION

1. Syno platform collects data on campaign impressions including deduplicated reach & audience segments
2. The platform builds survey and inserts content and advertiser info
3. The platform sends out invitations to the desired respondent segments, monitoring quotas adjusting send outs as appropriate

REPORTING

1. Syno platform generates the automated report including benchmarks available online and as PPT to download
2. The platform generates statistics and a notification that quotas have been met when reached
3. All project results are stored in database for analysis and access

PROCESS FLOW SUMMARY

SYSTEM FLOW



All data collected through the Syno Cloud data platform is also available via API/MySQL access through the SynoLibrary data lake solution for use in external systems.



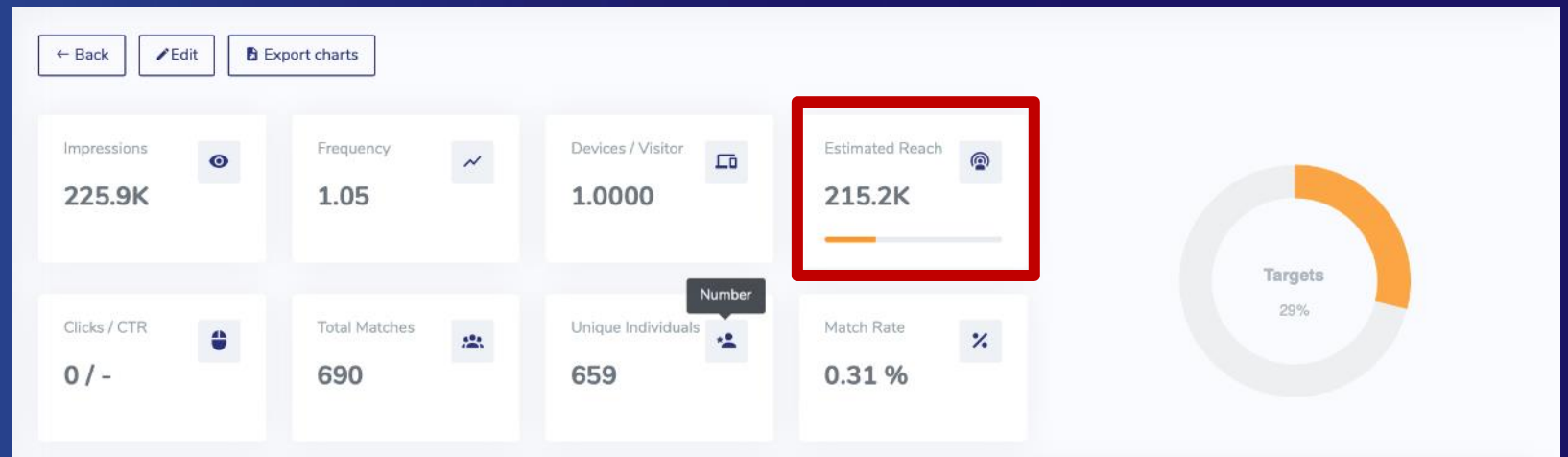
PowerBI



**ALL DATA
AVAILABLE VIA
API**

**NEXT UP:
ALL REPORTING
BASED ON
DEDUPLICATED
NET REACH**

Bonnier's & Schibsted's new joint online tv news package is focussed on actual net reach, both with target setting & reporting



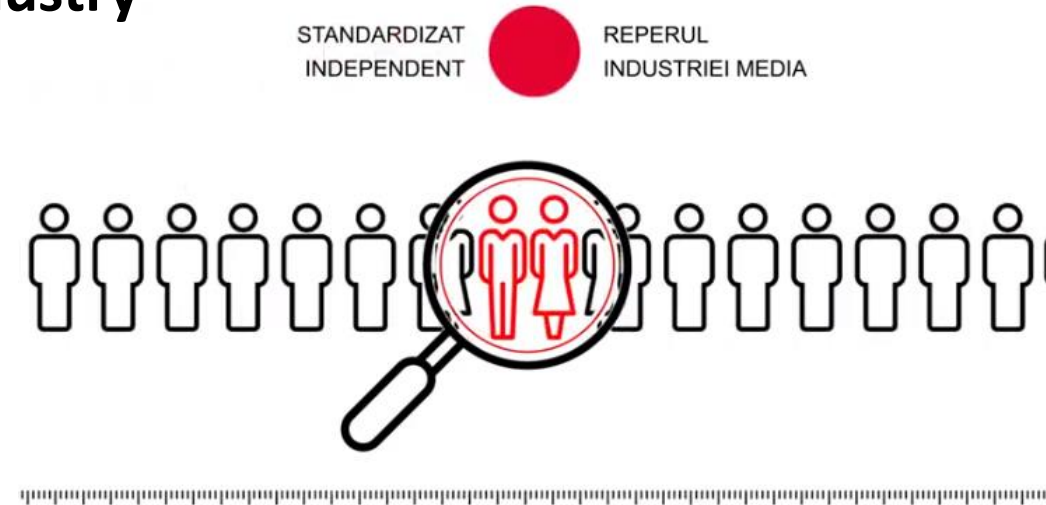
Case Romania

Biroul Român de Audit Transmedia (BRAT) – Joint Industry Committee for the advertising industry



www.brat.ro

BRAT's objective is to measure the performance of different media products: websites, print publications and out of home, and give the advertising industry the professionals tools that enables trusted and safe advertising trading.



Key services provided to the online industry:

- 🕒 **SATI (Internet Audience and Traffic Measurement)** – real time traffic measurement, audiences (real people) and profiles measured and delivered on a monthly basis
- 🕒 **DMP (Data Management Platform)** – audience data management, segmentation, and reporting service covering entire digital audience in Romania, in real time
- 🕒 **PMC (Consent Management Platform)** – standardized platform for collecting and administering the consent regarding the processing of the personal data of the Romanian online users
- 🕒 **MIPO** - ad expenditure monitoring, daily alerts for all the new campaigns, and weekly detailed reports for the online advertising campaigns including ad views volumes measured independently

BRAT service key metrics

www.brat.ro

Targetable audience every month: **~7,5 mil people** (out of 9,9 mil internet users in Romania)



- **1,5 billion pageviews** in a month
- **45 million unique users** in a month
- **40 000 unique creatives** in a month



- **~300 DMP users** (publishers and media agencies)
- **over 500 segments** set up each month in SATI DMP



- **95% of total advertising (display) on all websites in Romania is spent on participating websites**

MIP Online – National Reporting Framework



www.brat.ro

Market analysis

Monitoring advertising campaigns active in their area of interest.

Competition analysis

Monitoring relevant competitors, campaigns, communicated advertising message.

Validation of compliance with the media plan

Monitoring the delivery of your own media campaigns according to the media plan.

Ad campaign audit

Detailed information about the campaign that ensures the security of the investment in online advertising, by continuous, real-time, objective and complete measurement of the advertising campaigns.

Tendencies and evolutions

Analysis of the evolution of the advertising market, from year to year, for the online environment.

Early warning alerts on the most recent ad campaign launches

Access to quick alerts on the latest new advertising campaigns in the area of interest (for the last 24 hours).

Use Cases
&
Benefits

MIP Online – short description



www.brat.ro



- ✓ **Online Advertising Revenue Monitoring (MIPO)** provides the industry with complete information about online display advertising campaigns, offering both **a complete inventory of online campaigns and a direct, independent measurement** of display advertising on the Romanian websites in Romania.
- ✓ Enhanced by adding a spider-type application, which runs on over 2,800 sites and identifies, monthly, approximately 40,000 unique creatives, with the following objectives :
 - **Identifying all the banners** that are displayed without a measurement tag, classifying them and reporting their presence to the beneficiaries;
 - **Easy and exhaustive verification** of the correctness of the implementation of the measurement tag.
- ✓ We monitor approx. 2,800 sites, registering over 700 weekly advertising campaigns, with approximately 21,000 unique banners. Campaigns included in direct measurement exceed 180 million impressions per week.

Types of info provided

Brand and types of products and services

- ✓ The brand of the ad campaign classified by the type of product or service;
- ✓ Advertisers, classified by the type of product or service;
- ✓ Ad campaign description classified by the type of message (image, promotion social, political, etc.).

Media

- ✓ Website;
- ✓ Publisher;
- ✓ Website content category.

Creative

- ✓ Format/resolution;
- ✓ Device on which it was displayed (mobile, desktop, tablet);
- ✓ Ad type: CPM, CPC, CPA cross/self promotion;
- ✓ Banner preview.

Volume of ad revenue

- ✓ Number of impressions;
- ✓ Ratecard value of impressions.

Methodology

Data collection

Data collection using unique monitoring tags for each banner in the ad campaigns

Data collection through the spider app (2,800 sites, over 40,000 creatives each month)

Data validation

Monitoring tag implementation verification:

- Tag implemented properly
- Tag has the correct identifier
- Only a single tag

Data example (ro)

Sector de activitate [nou]	COMUNICATII
Grup de produse [nou]	SERVICII DE TELE-COMUNICATII
Categorie client	SOCIETATI COMERCIALE DE INTERES REGIONAL SI NATIONAL
Client	VODAFONE
Marca	VODAFONE
Model	VODAFONE
Submodel	VODAFONE
Categorie campanie	IMAGINE PRODUS/SERVICIU/COMPANIE
Nume campanie	VODAFONE - 005VDF19M-EBUUSINESSIOT,AFACEREA TA TRANSFORMATA DIGITAL,SOLUTIILE NOASTRE IOT PENTRU SMART RETAIL - FEBRUARIE 2019
Grup editori	MEDIAFAX GROUP
Regie	THINKDIGITAL
Site web	BUSINESSMAGAZIN.RO
Categorie continut site	ECONOMIC & FINANCIAR
Categorie format	MOBILE RICH MEDIA
Format banner	INTERSCROLLER_MOBIL
Nr. Afisari	319718
Afisari pc	111174
Afisari mobil	196789
Afisari tableta	11755
Perioada (data de aparitie)	01.01.2019 - 30.06.2019
Banner	
Valoare EUR	6755
Valoare EUR pc	2346
Valoare EUR mobil	4160
Valoare EUR tableta	248
Data start campanie	19.02.2019
Data sfarsit campanie	01.04.2019

Media Monitor

09.01.2017 - 15.01.2017
Rezolutie: toata perioada

☐ Exclusiv campanii lansate dupa data start

☒ La nivel de insert/banner /spot/fata suport

☒ Insumat pe medii

☒ Selecteaza tot
☒ Deselecteaza tot

Denumire raport: Marine text + A - A

Salveaza template raport

Salveaza template early warning

Exporta .xls .csv

[Modifica parametri raportare](#)

Pagina de start

Setarile mele

Rapoarte Early Warning

Rapoartele mele

Documente

CATEGORIE CONTINUT SITE	TIP DE PUBLICITATE	CATEGORIE FORMAT	FORMAT BANNER	NUME AD SERVER	BANNER	PERIOADA
ECONOMIC & FINANCIAR	PUBLICITATE SPIDER (ONLINE)	STANDARD	SPECIAL PROJECT	ICORP ADS		09.01.201
ECONOMIC & FINANCIAR	PUBLICITATE SPID					09.01.201
ECONOMIC & FINANCIAR	CPM - PUBLICITAT					09.01.201
ALTELE	CPM - PUBLICITAT					09.01.201
AUTO & MOTO	CPM - PUBLICITAT					09.01.201
LIFESTYLE TINERI	CPM - PUBLICITAT					09.01.201
LIFESTYLE TINERI	CPM - PUBLICITAT					09.01.201
LIFESTYLE TINERI	CPM - PUBLICITATE STANDARD (ONLINE)	RISING STARS	BILLBOARD	EYEBLASTER		09.01.201
STIRI GENERALE	CPM - PUBLICITATE STANDARD (ONLINE)	STANDARD	BRANDING			09.01.201
STIRI GENERALE	CPM - PUBLICITATE STANDARD (ONLINE)	STANDARD	RECTANGLE			09.01.201
LIFESTYLE FEMININ	PUBLICITATE SPIDER (ONLINE)	STANDARD	SPECIAL PROJECT	EYEBLASTER		09.01.201
COMUNITATI ONLINE	CPM - PUBLICITATE STANDARD (ONLINE)	RISING STARS	BILLBOARD			09.01.201

Message

[download file](#)

**10.000 MB primești
+10.000 MB să-ți dăruiești**
Află mai multe >

Vodafone
Power to you

[inchide](#)

Sesizari (trimite email)

- Overview
- CRM >
- Project >
- Audience >
- Audience Campaigns
- Receipts
- About
- Report >
- Answers >
- Evaluation >
- Surveys
- Panels >
- Library >
- Distribution >
- Settings >

Impressions

1.5M

Frequency

8.34

Devices / Visitor

1.2812

Estimated Reach

176.9K

You don't have any targets set for this campaign

[⊕ Set targets](#)

Clicks / CTR

0 / -

Total Matches

6.3K

Unique Individuals

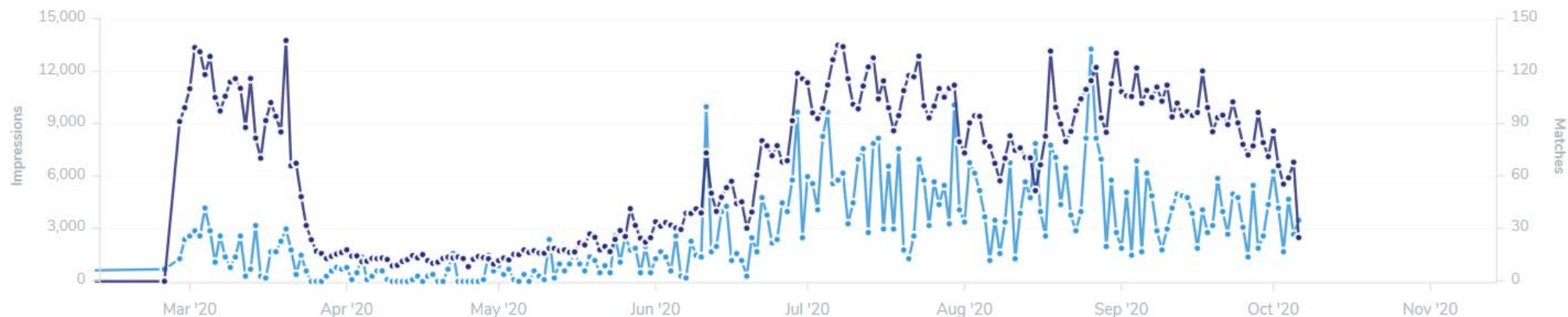
757

Match Rate

0.43 %

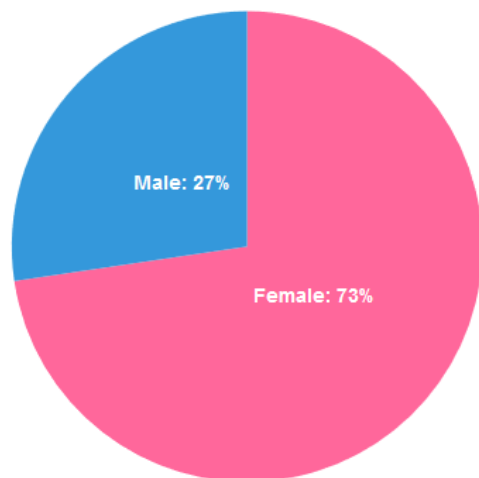
IMPRESSIONS AND MATCHES

- Impressions
- Matches



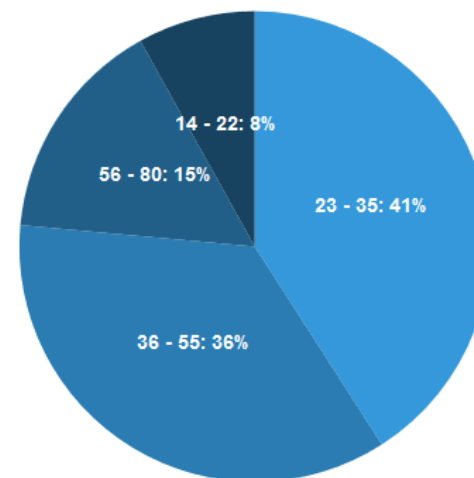
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GENDER



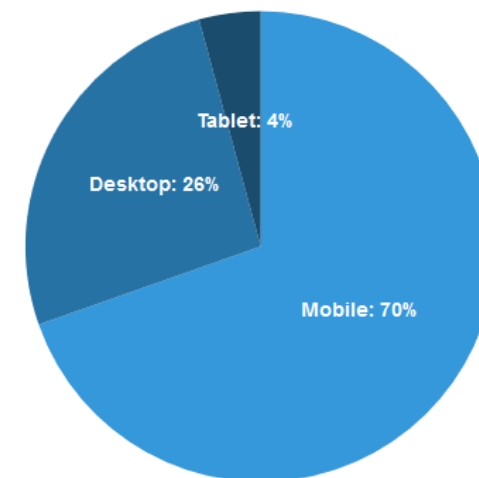
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AGE



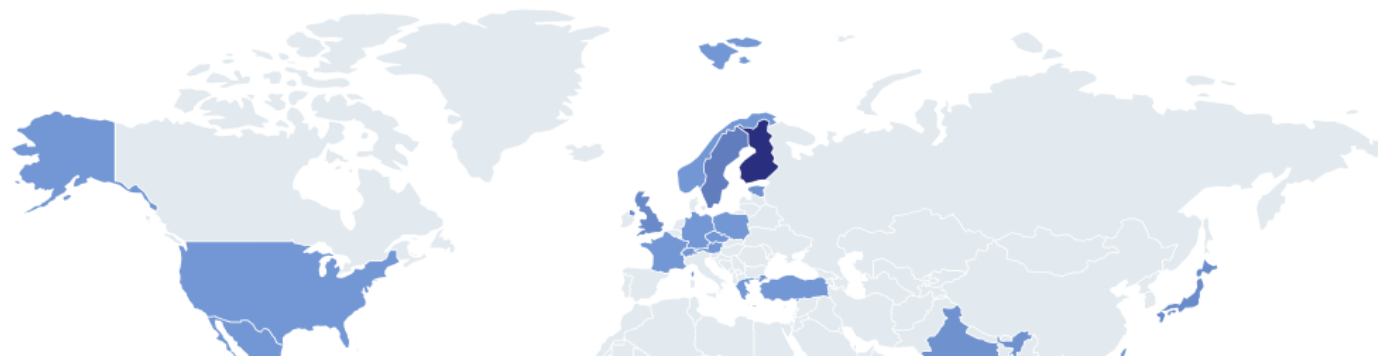
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DEVICE TYPE



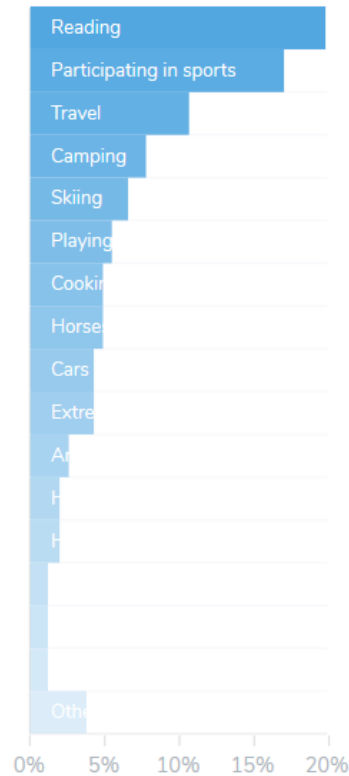
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COUNTRIES



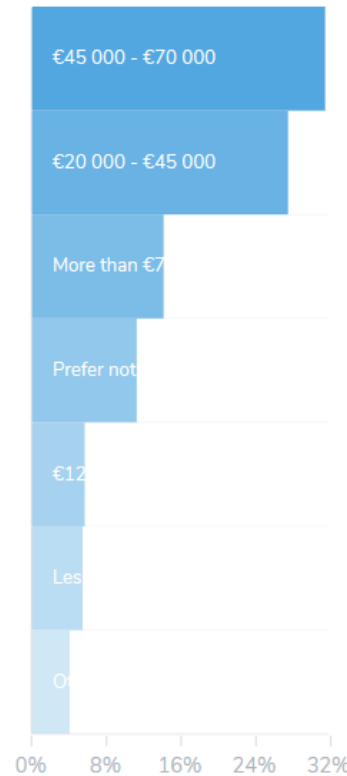
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HOBBIES AND INTERESTS



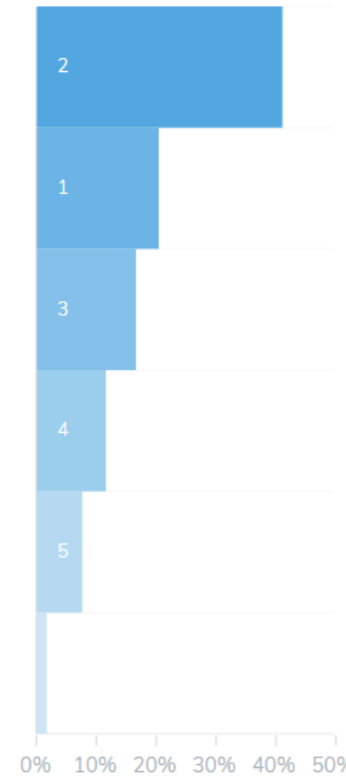
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HOUSEHOLD INCOME CLASSIFICATION



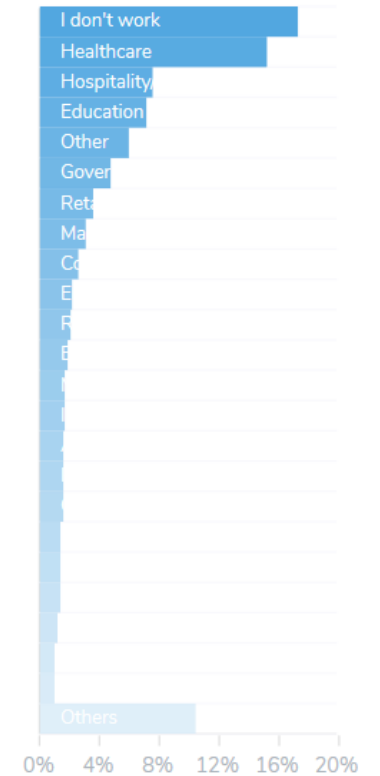
583

HOUSEHOLD SIZE



582

INDUSTRY SECTOR



580

IT POSITION

MAKE OF CAR/CARS

MARITAL STATUS

NUMBER OF CHILDREN

Sitä saat mitä mittaat!

