

'If you can not measure it, you can not improve it'
Lord Kelvin

'If you can't measure it, you can't manage it.'
-Peter Drucker



AudienceProject

No more flying blind



JUHA OURILA
Managing Director Finland

AudienceProject 

Kuinka cross-media-mittaus ratkaisee mainostajien akuutteja haasteita





Facebook?



Open Web?



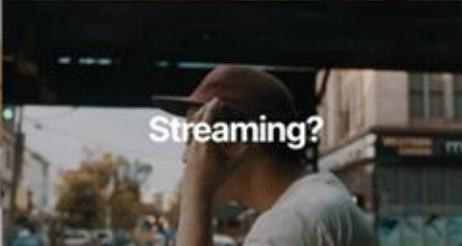
TikTok?



Linear TV?



YouTube?



Streaming?



Open Web?



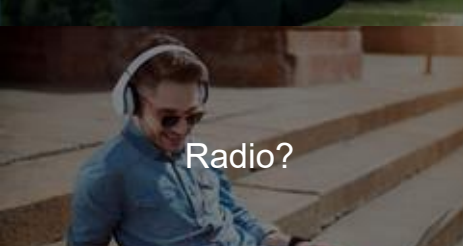
Instagram?



Connected TV?



OOH?



Radio?

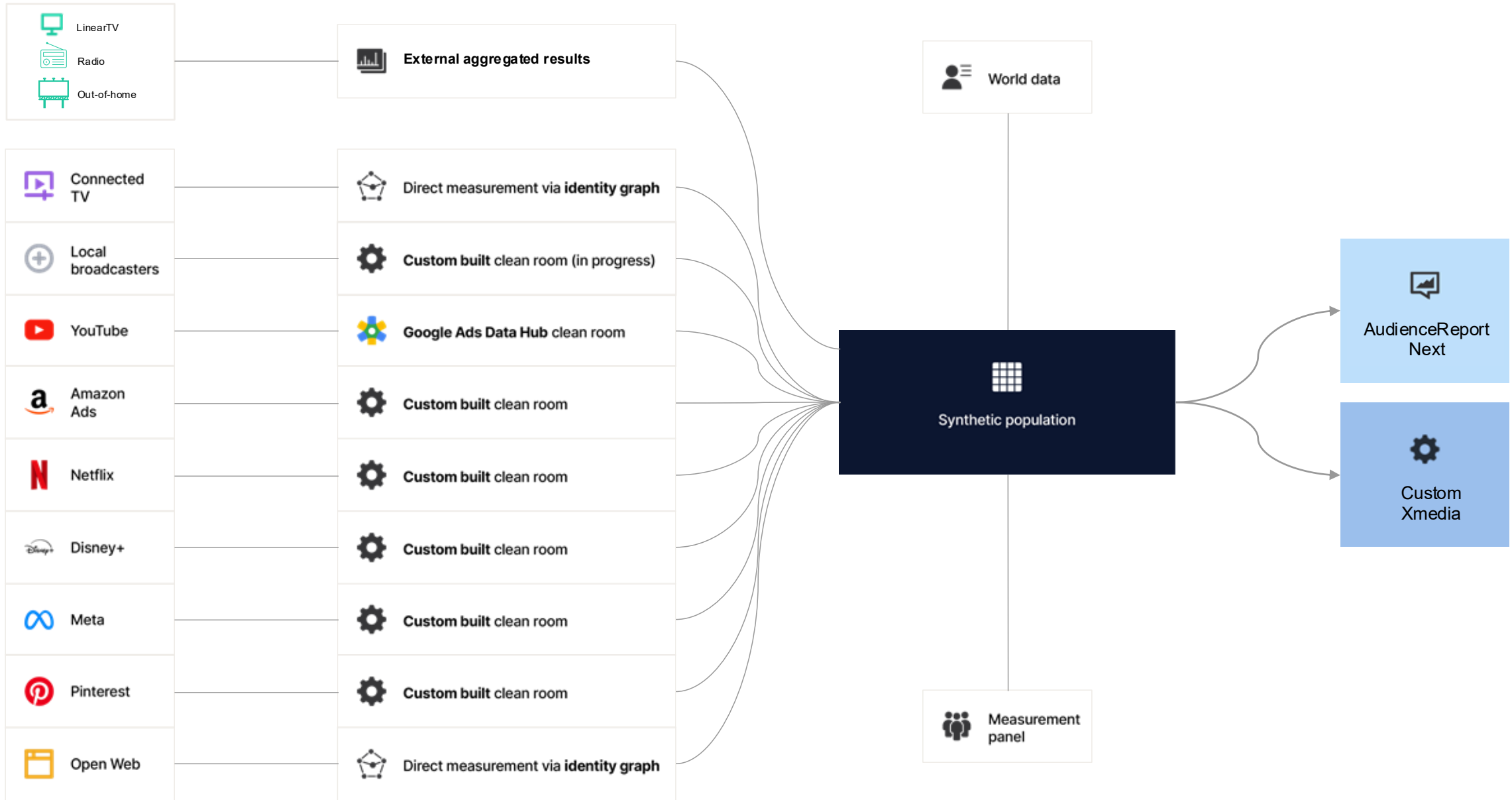


LinearTV?

We help advertisers to optimize their ad spend and increase the cost efficiency of their advertising in the siloed and fragmented media landscape



How AudienceProject measures (and mythbusts) through a hybrid methodology





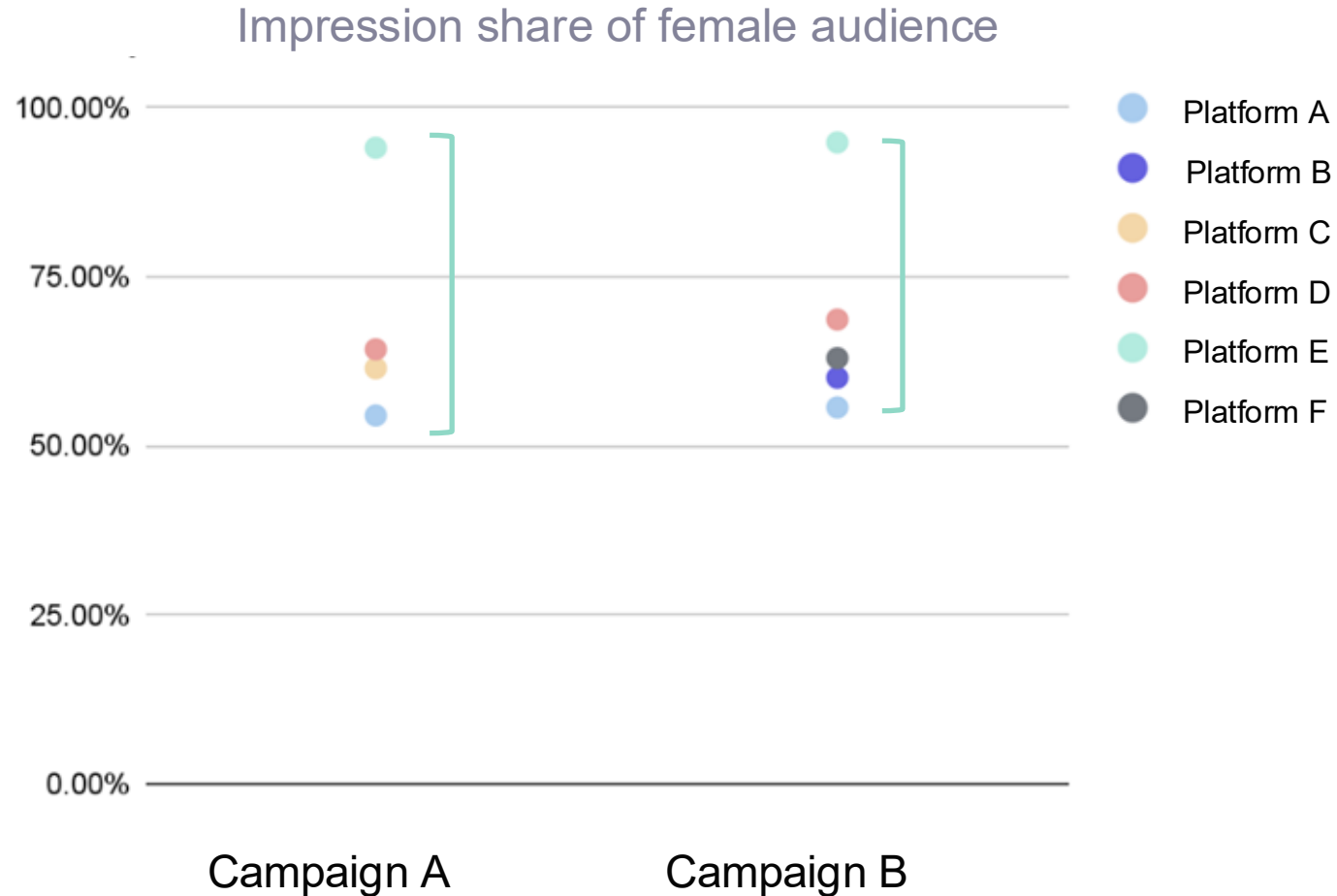
Targeting

Similarity

Imps create reach One is enough Once a year

Surely we know this already

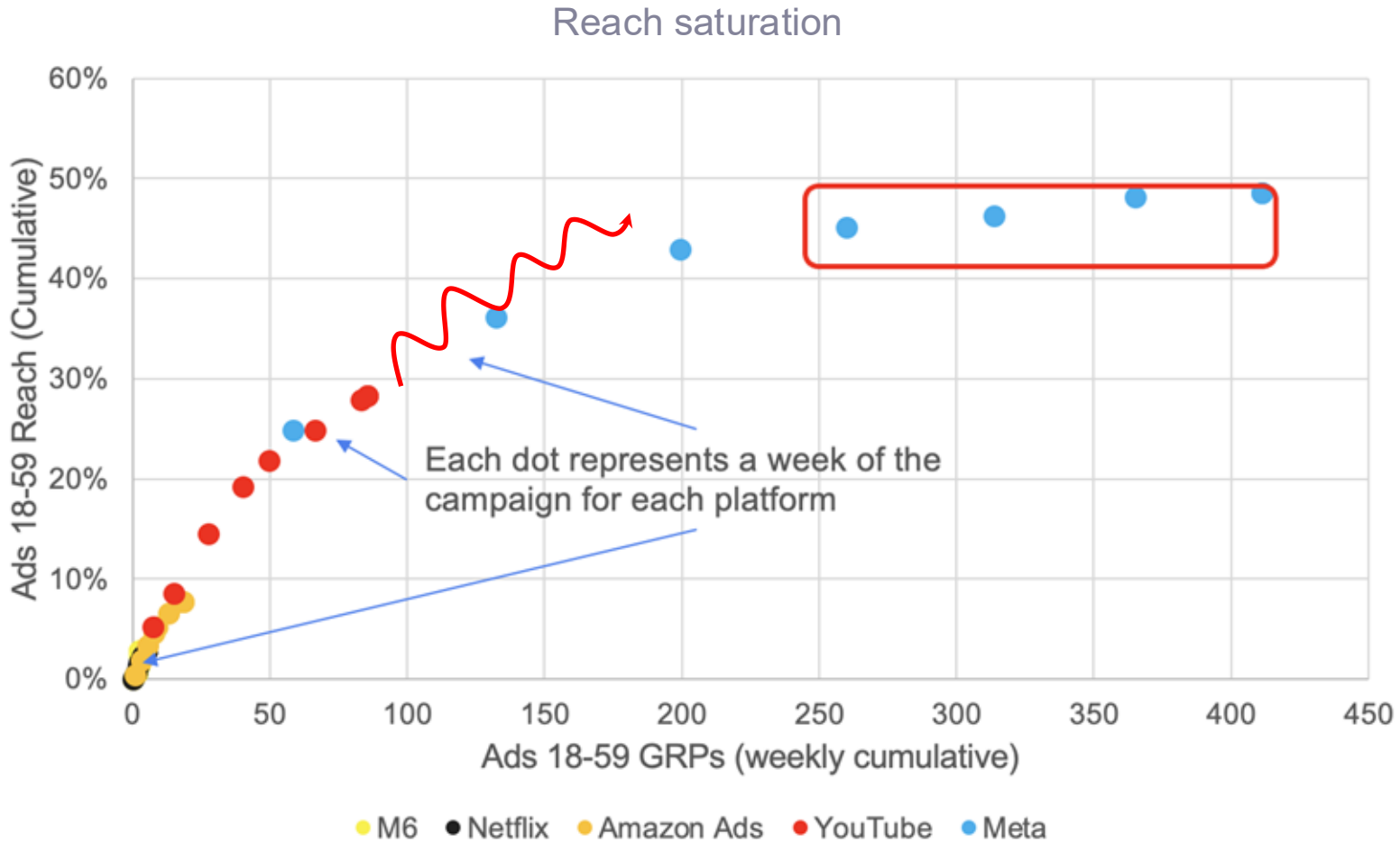
Accuracy in targeting/planning varies a lot



Profile Insights

- For these campaigns, all platforms targeted a female audience, with slightly different age bands
- The most striking difference was how effective each platform was at reaching a Female audience
- There was consistency between campaigns, Platform A is similar in both
- In some cases, targeting was only just better than 50%!
- 50% on target means your CPM is actually twice the headline rate

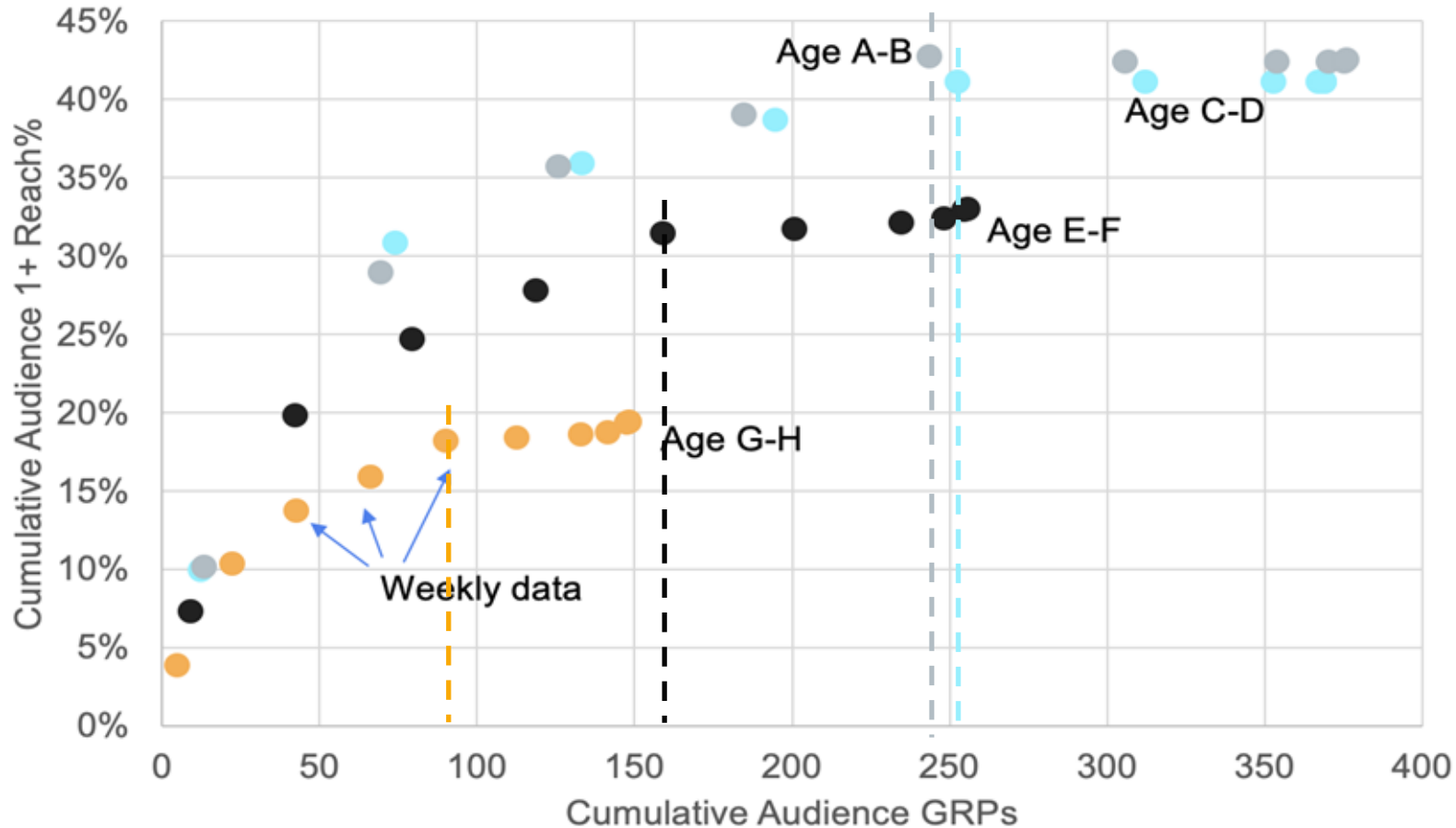
Platforms saturate differently – room for growth



- Here we're looking at how the reach is building on each platform
- The smaller platforms- M6, Amazon and Netflix are likely to have some room to absorb additional investment as they are very low in weight and reach
- YouTube looks strong and can likely also take more investment
- Meta is the really interesting one. In the highlighted weeks we can see circa 150 more GRPs (60% more spend) add only 3pts of reach and increasing OTS from 5.7 to 8.5
- Could this budget find more reach on other platforms?

Different age groups saturate differently

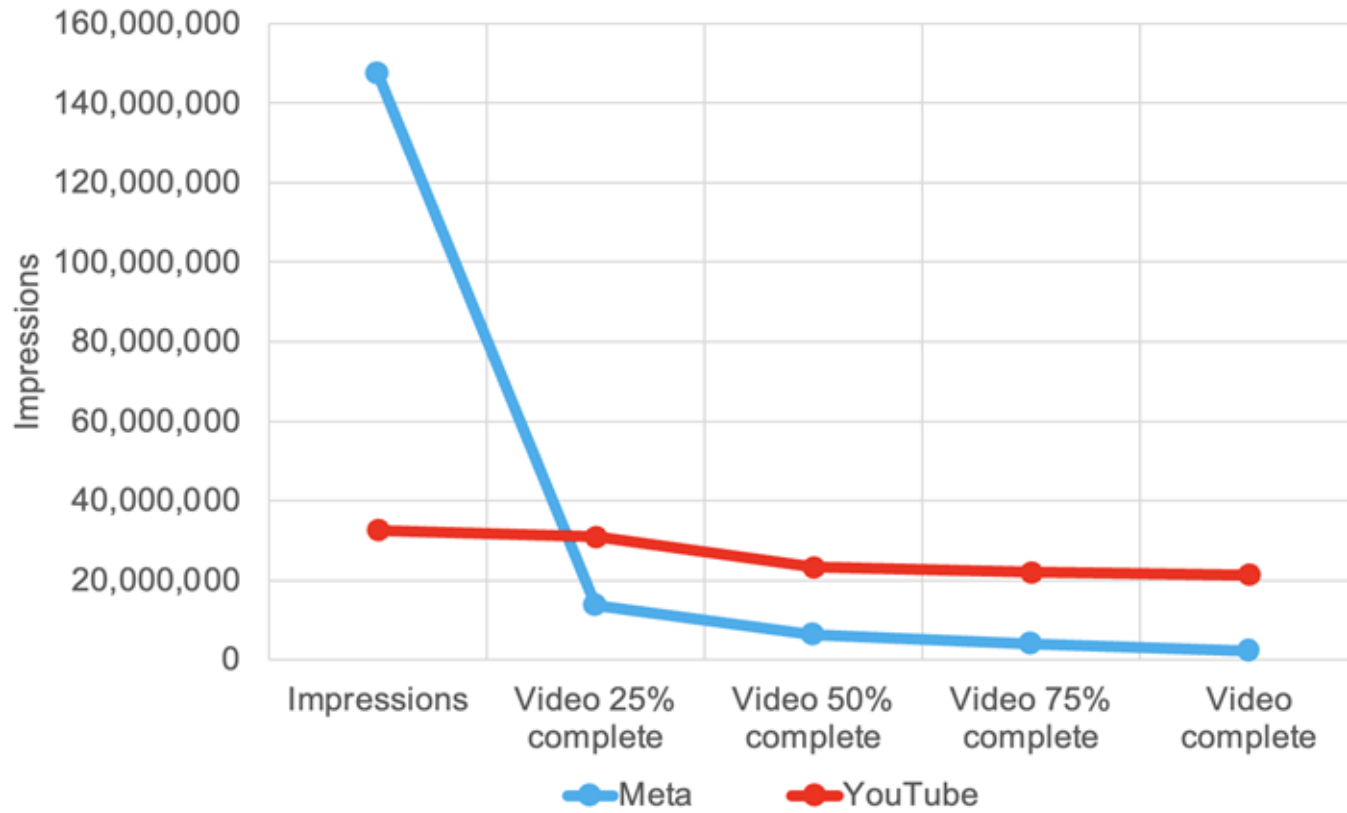
Campaign reach efficiency for a selection of ages



- **This campaign was causing questions. Sales were lower than were predicted and there was a feeling that one platform in particular was just delivering frequency**
- We could show the weight where the saturation kicked in
- **Budget was reallocated** for the remainder of the campaign to channels with more capacity to build reach
- Insights for planning, buying and guidance for MMM so budgeting and trading were aligned using consistent assumptions

To skip or not to skip

Campaign Overview- Viewing of the ads



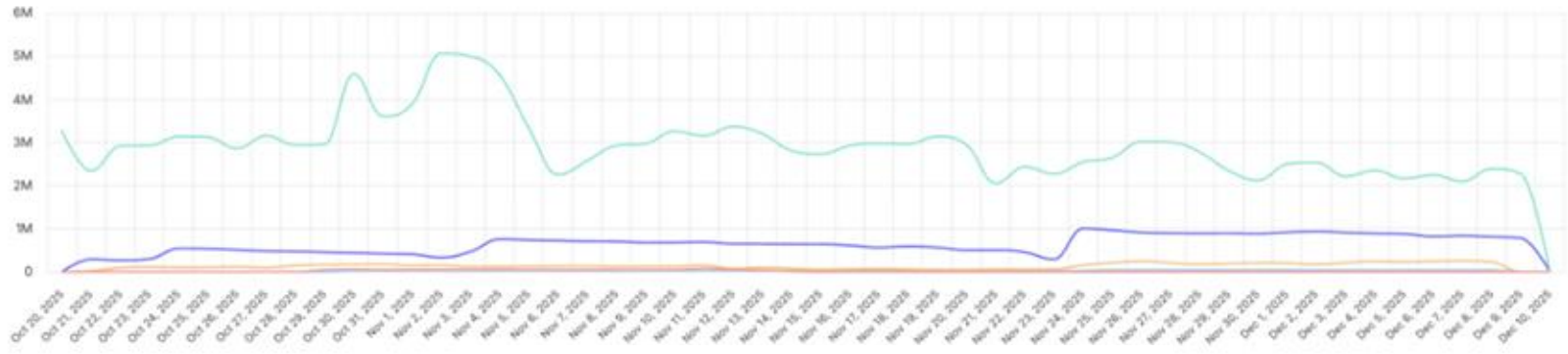
- For Meta and YouTube, we receive data on what proportion of the ads were viewed (by quartile)
- This provides interesting insight into how consumers are interacting with the ads on different platforms
- We can see that, although Meta had nearly 4x the number of impressions delivered, by the time we get to 25% completion of the ads, it's running at less than half of YouTube's weight

Mass vs. Efficiency One vs. many



Delivery events — Trend

Channels + Total Daily Weekly Trend Buildup

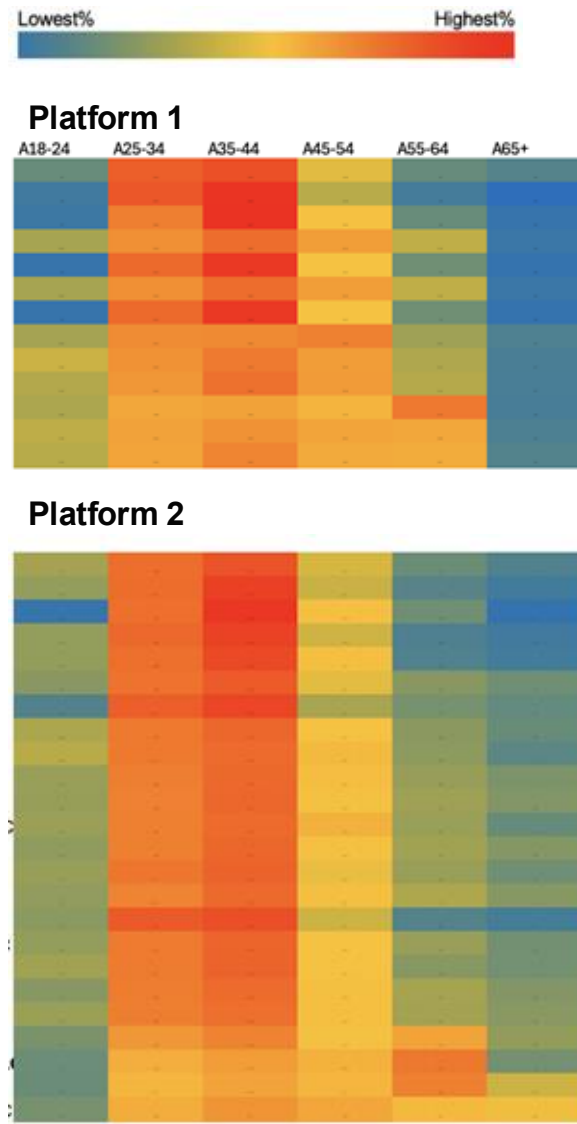
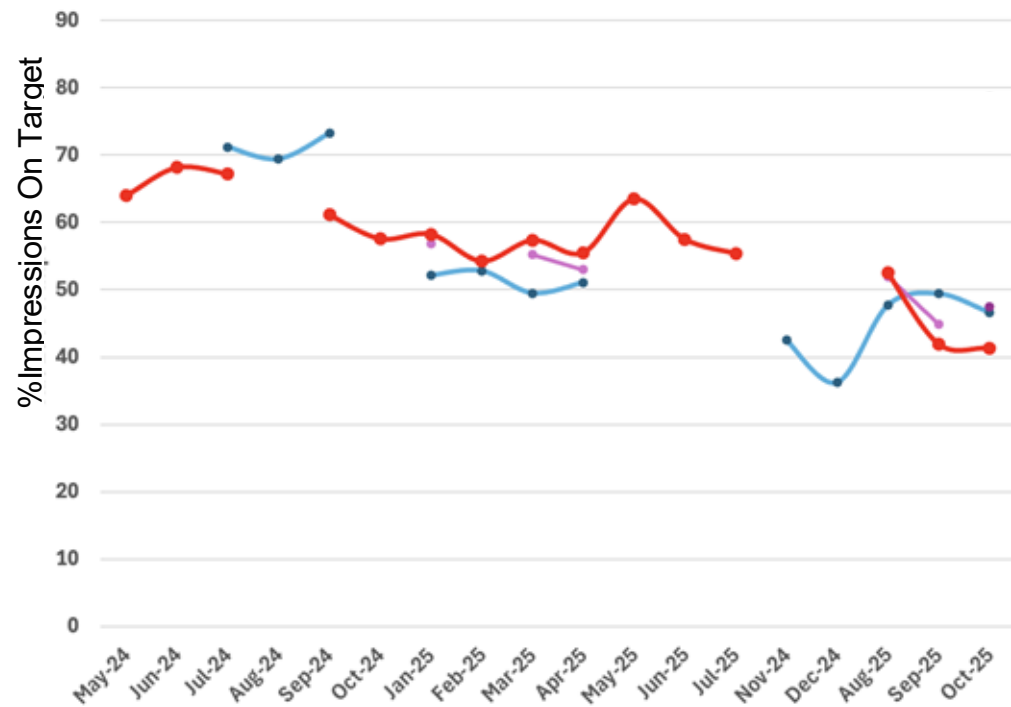


Channel	Adult Imps	Adult Imps (co-view)	% Imps 18-59	Total 18-59 Reach	OTS
Amazon	7,081,946	7,876,341	87.2%	8.0%	2.4
M6	880,937	1,149,995	76.4%	1.2%	2.1
Meta	147,479,065	147,479,065	97.0%	48.6%	8.5
Netflix	1,302,867	1,718,785	99.1%	2.9%	1.7
YouTube	32,512,134	38,141,040	83.0%	28.6%	3.2
Total	191,734,998	198,843,275	88.6%	67.0%	7.6

- Starting towards the end of October, we can see the dominance that Meta has in the campaign
- There are some variances in the delivery across the main 2 platforms- Meta and YouTube
- Meta generally runs at circa 3m impressions/day, but grows to 5m for a few days at the start of November
- YouTube has small peaks followed by gradually decreasing impressions
- Nearly 75% of Adult impressions were delivered across Facebook and Instagram
- Those 2 platforms also delivered nearly 70% more reach than the next closest (YouTube)
- In total, just under 89% of impressions were against the Adults 18-59
- The average OTS for the campaign was 7.6 times

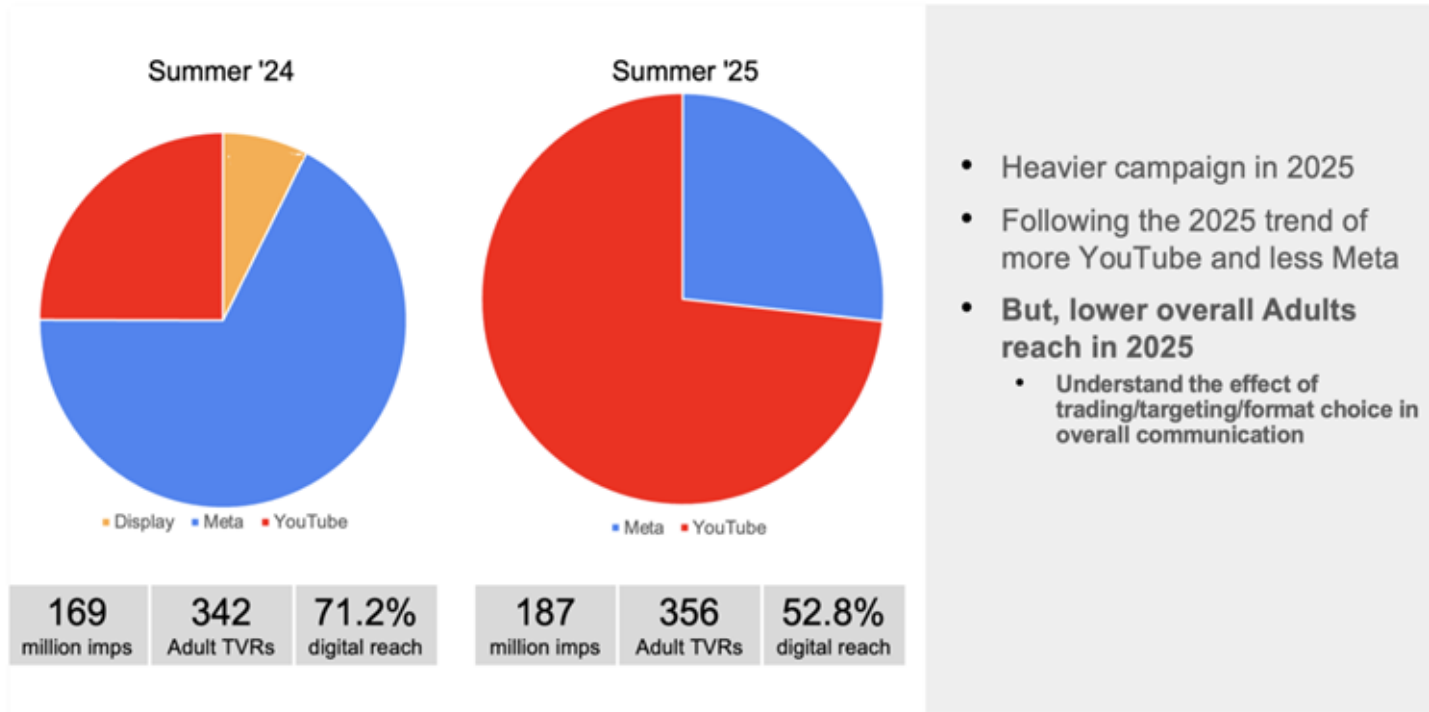
Keep measuring - age profiles changed over time

Impressions on the target of 25-44



- We've been tracking OTA% trends for the last 18 months
- RED=higher share
- BLUE=Lower share
- No changes in the execution was intended
- Platform delivery is becoming older
- We are seeing increased proportions of impressions delivered **outside** the target audience
- Is this because of wider adoption or the growth in TVs used to watch some platforms?
- Or, does the increasing budgets and weight reduce the on target efficiency?
- Due to change in viewing or campaign execution?

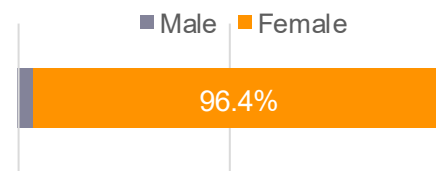
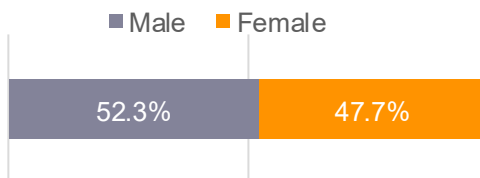
This campaign was not having the expected sales effect. Top line numbers looked good but we could show the effect on communication



11% more Impressions 🎉

4% more TVRs 🎉

18.4pts lower Reach 😬



Pandora documents brand awareness effect of adding video ads to media mix →

OUTCOME IN NUMBERS



+10 pp

lift in unaided top-of-mind brand awareness with Meta in-stream video ads



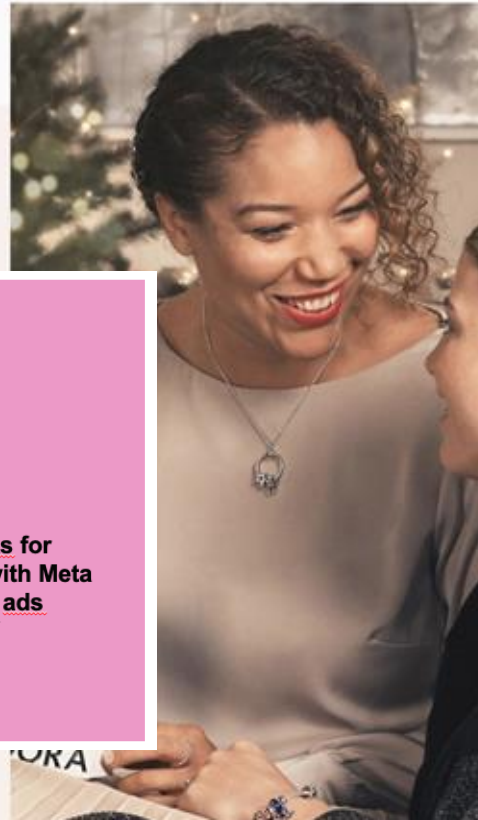
+17 pp

lift in consideration with Meta in-stream video ads



5.3x

higher lift results for brand metrics with Meta in-stream video ads compared to TV



The Challenge

Pandora wanted more people to recall them unprompted when thinking about jewellery.

To achieve this, the jewellery maker wanted to test Meta in-stream video ads and document if adding more video placements to its marketing would improve top-of-mind awareness results.

“ *Getting trustworthy insights into the overlap and synergies across platforms provides great value for Pandora. The results confirm the need to continuously test new formats as there are clear wins in doing so.* ”



Kasper Moll
Global Paid Social
Manager, Pandora



Lidl documents cross-media campaign impact to identify media mix optimisations →

LOWER COST PER PERSON



60%

lower cost per incremental reach compared with the next most efficient channel



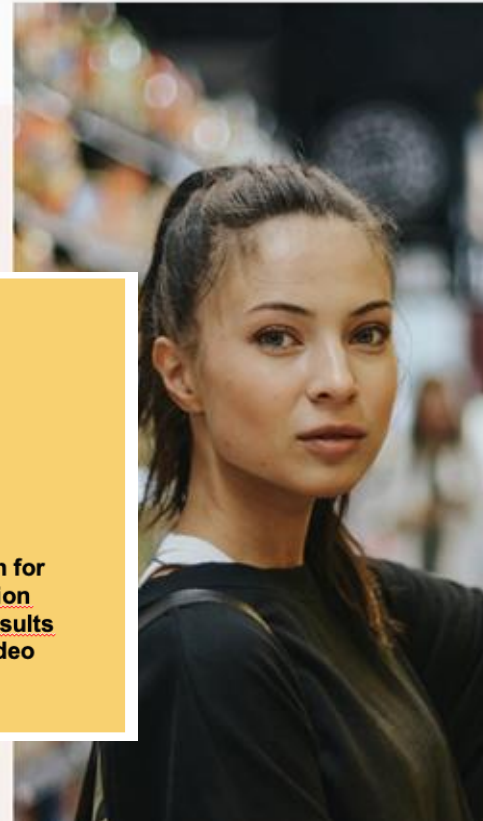
67%

lower cost per influenced person for brand awareness compared with TV



47%

lower cost per influenced person for brand consideration compared with results from an online video platform



The Challenge

Lidl wanted to understand how it could optimise its media mix for future campaigns to drive as much brand value as possible. To explore this, the food retailer wanted to test how well Meta technologies generate reach and frequency and move brand metrics compared to other media channels.

“ *From AudienceProject’s cross-media study, we learned that Meta was a key driver for both incremental reach and brand outcomes. As a result of this, we want to explore different budget mixes across channels and how it impacts brand results.* ”



Matthias Glöckler
Head of Digital Marketing and Social Media, Lidl Sweden

Tule kuulemaan lisää 6. kesäkuuta!



Brand, media and measurement breakfast with AudienceProject

On 4 June, AudienceProject is hosting an exclusive breakfast event at Marski by Scandic, and you are invited! 🍴

Join us for an enjoyable and informative morning with delicious breakfast, insightful talks and lively discussions on the key challenges and solutions in brand advertising and measurement today!

AudienceProject

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