

# **BEST PRACTICES IN CROSS-PLATFORM ADVERTISING EFFECTIVENESS MEASUREMENT**



**AN EXPLORATION  
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# Objective: Best Practices In Cross Platform Ad Effectiveness Measurement



1. Evaluate the various approaches currently in use
2. Understand the balance between cost, ease of implementation and desire for better measurement
3. Make recommendations to improve methods used to assess the effectiveness of each channel and the synergistic combination of channels
4. Develop next steps for CIMM in improving Cross-Platform Ad Effectiveness Measurement

# Methodology



- Interview key end users and research architects:
  - Marketers:
  - Agency Executives:
  - Media Executives:
  - Key Research Vendors

# End User Interview Constituencies



46 executives from the following organizations interviewed between March and April 2011.

## Marketers

- ConAgra
- Microsoft
- PepsiCo
- Procter & Gamble
- Unilever

## Agencies

- Carat
- MediaStorm
- MediaEdge CIA
- Omnicom
- Starcom
- MediaVest Group
- Universal McCann

## Media

- CBS
- ESPN
- Google
- MTV Networks
- Time Inc.
- Turner Broadcasting

# The Vendors



3DAccountability



# Roles of Cross Platform Advertising Effectiveness Measurement



1. Help advertisers adjust media mix in the future – or preferably mid campaign to increase effectiveness
2. Understand synergistic role of media
3. Help with cross media planning

# State of The Industry



- Cross Platform Ad Effectiveness is Becoming Increasingly Important
- While Some Current Tools are Deemed “Satisfactory” There are Some Agreed Upon Challenges
- Agreement That a Single Source Solution is the “holy grail”

# End Users Want Better Cross Platform Advertising Effectiveness Measurement



“Models are based on media consumption at best 10 years ago”

- **Marketer**

“Market need is enormous – only 30% of CMOs think they are truly measuring ROI.”

- **Research Vendor**

“Cross media provides quicker and more efficient answers to questions – particularly when data availability is limited.”

- **Agency Executive**



# What They ALL Want...



## 1. Single source is the holy grail...but not there yet

“Holy grail is single source measurement: Log level data, pulling together client databases – linking that to set top box data.”

- Agency Executive

## 2. Mobile is pushing the Cross Platform Advertising Effectiveness Measurement Issue

“3rd screen mobile – we need to get there, but we're not sure how.”

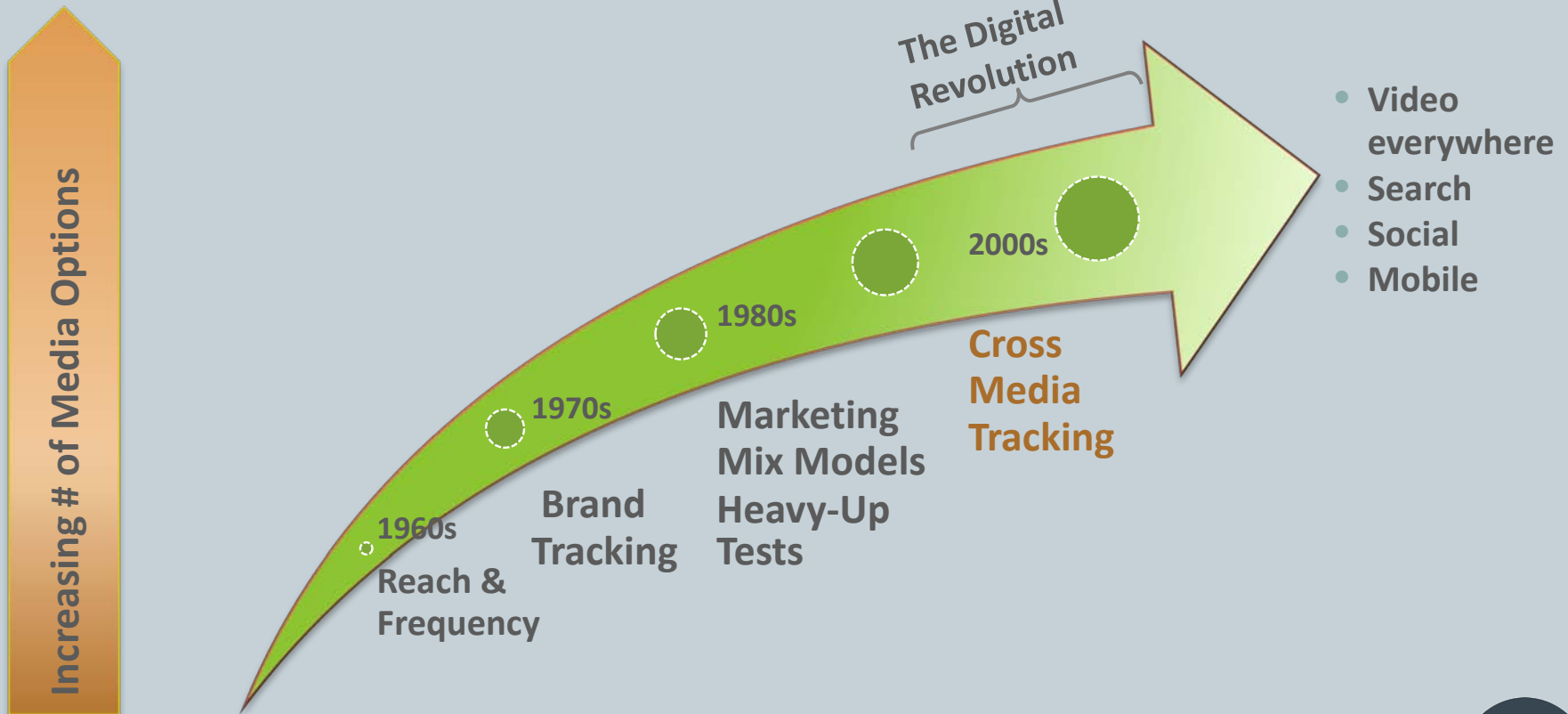
- Marketer

## 3. Desire to build a better mousetrap

# Evolution of Cross Platform Measurement



Cross Platform Advertising Effectiveness Measurement:  
Becoming more important due to new media consumptions of the Digital Age



# Different Cross Media Advertising Effectiveness Methodologies Examined



OTS – which is the most broadly used – was the most closely examined

## OTS

- Survey served to those exposed to digital ad
- Survey includes “opportunity to see” based on offline media
- Post campaign brand metrics – behavioral metrics based on panel

## Lab Testing

- Experimental design with actual stimuli
- Ability to control exposure to cross media and advertising exposure
- Post campaign brand metrics

## Other

- Marketing Mix Modeling
- Media Heavy Up Tests
- Mobile tracking
- Syndicated (e.g., Nielsen IAG)

# Typical OTS Output



Please indicate how strongly you agree or disagree with the following statements about X.

**TV-Only**      **TV+ Online**      **TV+Print**      **TV+ Online+Print**

Lower CPP = More Cost Efficient

<i>Unaided Product Awareness</i>	\$1.40	\$1.95	\$2.95	\$0.97
<i>Total Product Communication Awareness</i>	\$0.80	\$0.63	\$1.04	\$0.54
<i>Sponsorship Association</i>	\$0.75	\$0.45	\$0.72	\$0.46
<i>Product Favorability</i>	\$1.54	\$3.32	\$1.75	\$0.81
<i>Product Purchase Intent</i>	\$1.49	\$5.38	\$2.48	\$0.71
<i>Has stylish design</i>	\$1.76	\$1.38	\$15.30	\$1.09
<i>Offers smart technology</i>	\$2.08	\$2.11	\$3.06	\$6.93
<i>Combines features...</i>	\$1.49	\$2.33	\$1.98	\$1.19
<i>Fits my lifestyle</i>	\$4.57	--	\$5.26	\$0.98
<i>Best sound quality</i>	\$1.90	\$4.22	\$1.83	\$1.22

-- indicates metric change (+/-) was under 1 percentage point

# OTS Challenges



## I. Apples to Oranges

- Digital media and offline media OTS are captured in different ways within different time frames making it difficult to compare media on a level playing field.

## II. Murky Experimentation

- Difficulty of getting clean control groups and exposed groups between different combination of media exposure cells.

## III. Freaks and Geeks

- Respondents to site-based survey recruitment may not be representative of those exposed to OTS due to low response rates, survey length/complexity or other reasons.

## IV. Dropouts

- Respondent fatigue due to length of survey causes incompletes and respondent bias (related to 3 – these may be “Freaks & Geeks”).

# Lab Testing Most Valued for Pure Experimental Design



- Lab defined as pure experimental design
- Ability to recruit groups not easy to reach through OTS
- Among those managing their own labs:
  - CBS, ABC/ESPN, MTV, IPG

“We worked with Ipsos/OTX on forced exposure to a TV clutter reel and TV + online exposure for [program x]. The benefit was guaranteed sample, forced exposure and the ability to find kids.”

- Marketer

“We are looking to compare differences and you need to know the lift...you cannot control ‘what is lift over TV exposure’ using OTS.”

- Media Executive

# Lab Challenges



- Cost (physical lab only)
- Potential Bias:
  - Towards emerging and non-intrusive media: the shiny new toy factor
- Media Complexity Issues
  - Digital has complex targeting modes that are not able to be effectively captured
- Reality Factor
  - Is behavior in a lab representative of real life “ADD” media behavior?

# Marketing (and Media) Mix Modeling



- **Media Mix Modeling:**
  - Commonly used technique, especially for CPG when sales data is available
  - Lag time to results; timing often not aligned with planning cycles
  - Focus on media in isolation, not interaction
  - Digital most often analyzed in aggregate – no accounting for various modes of advertising
  - Smaller tactics like social and mobile not readable



# Five Broad Areas of Opportunity



- I. **Improve Current Methodologies**
- II. **Tackle Missing Data Issues**
- III. **Validate/Establish Methodological Best Practices**
- IV. **Support & Test Data Mash-Up Methodologies**
- V. **Foster Shared Learning and Best Practices**

# Potential Best Practice: Coordination/Integration



- Orchestrate research vendors in advance
  - Set expectations and framework
  - Determine how to calibrate, integrate and interpret
- Have a plan of integrating and translating research

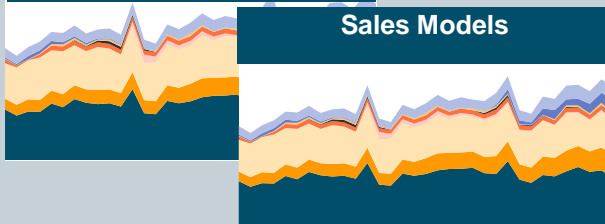
# Marketing Mix Modeling Firms Integrating OTS Measures



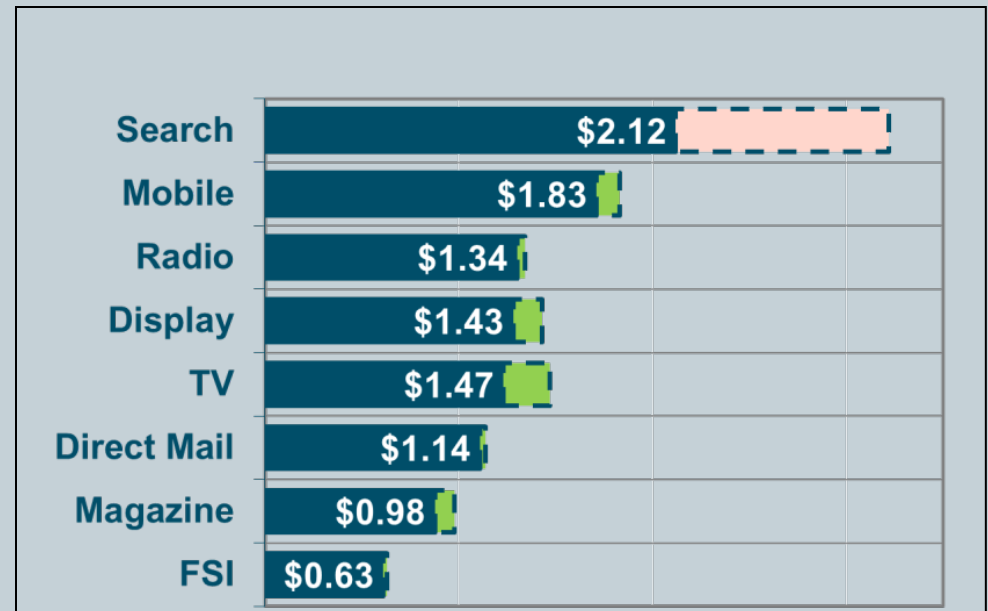
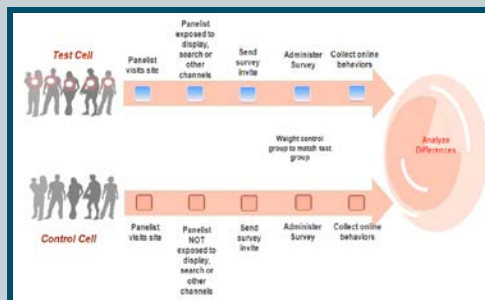
- MMA's M360 Calibrates OTS with existing models

## 1. Multi-stage Mix Modeling

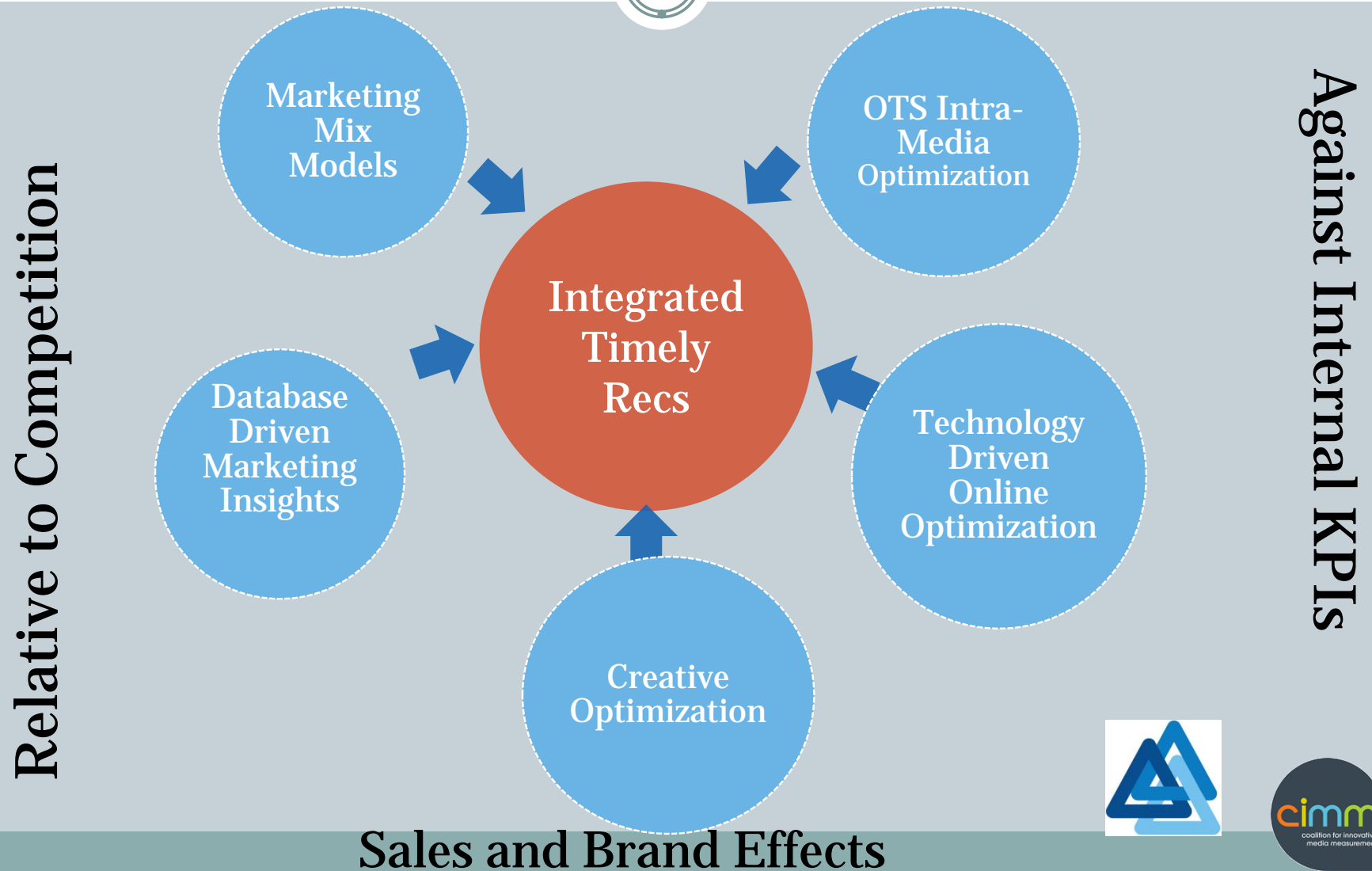
Intermediate Models  
(ie -Search Clicks)



## 2. Respondent-level Analysis



# Consulting Firms/Internal Resources Providing Actionable Recommendations



# Conclusions



- Challenges persist but opportunities abound:
  - Innovation in the space has increased among all vendors
  - Improve what we have now AND...
  - Test pioneering techniques including data mash-ups
- The media world is getting more complex and Cross Media Ad Effectiveness Measurement is more important than ever.

“This has to be a decade of "test and learn.”

- **Agency Executive**