Measuring Outcomes in Online Media campaigns

Tuesday 30th August 2011, Sydney, Australia
“Brand display suffers from applying “old media’ values of measurement to new technology platform. What we want to see is the new technology applied to our old media measurement values”

Georges-Edouard Dias – SVP e-business, L’ORÉAL PARIS
What's new?

iab australia
Web Analytics

nielsen

MEMBER
YAHOO!
WEB ANALYTICS
CONSULTANT NETWORK

Google™

ANALYTICS
CERTIFIED PARTNER

Adobe

OMNITURE®

comScore

Web Analytics For Dummies
Audience Measurement

ViziSense  
ielsen  
comScore  
Roy Morgan Research

effective measure  
colmar brunton  
Gemius
Advertising effectiveness measurement

Dynamic Logic
A Millward Brown Company

comScore

nielsen

Ad Metrics

Social Media - Blogs - Widget
Old Spice | Questions
From: OldSpice | June 20, 2010 | 14,430,917 views
Should your man smell like an Old Spice man?
Join us on Facebook - http://www.facebook.com/OldSpice

View comments, related videos, and more
Why?
Why?

- Driven by buyers
- Comparable data with other media
- Growing complexity and # of vendors
- Evidence from overseas markets
- Market growth forecast
- Credibility of current measurement

$4 billion+
<table>
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<tbody>
<tr>
<td>Search</td>
<td>1,128</td>
<td>1,285</td>
<td>1,470</td>
<td>1,735</td>
<td>1,910</td>
<td>2,055</td>
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<tr>
<td>% Change</td>
<td>19.5%</td>
<td>13.9%</td>
<td>14.4%</td>
<td>18.0%</td>
<td>10.1%</td>
<td>7.6%</td>
<td>12.7%</td>
</tr>
<tr>
<td>Display</td>
<td>605</td>
<td>690</td>
<td>800</td>
<td>960</td>
<td>1,075</td>
<td>1,160</td>
<td></td>
</tr>
<tr>
<td>% Change</td>
<td>21.5%</td>
<td>14.0%</td>
<td>15.9%</td>
<td>20.0%</td>
<td>12.0%</td>
<td>7.9%</td>
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<tr>
<td>Classified</td>
<td>531</td>
<td>595</td>
<td>675</td>
<td>790</td>
<td>860</td>
<td>920</td>
<td></td>
</tr>
<tr>
<td>% Change</td>
<td>23.8%</td>
<td>12.1%</td>
<td>13.4%</td>
<td>17.0%</td>
<td>8.9%</td>
<td>7.0%</td>
<td>11.6%</td>
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<tr>
<td>Total</td>
<td>2,264</td>
<td>2,570</td>
<td>2,945</td>
<td>3,485</td>
<td>3,845</td>
<td>4,135</td>
<td></td>
</tr>
<tr>
<td>% Change</td>
<td>21.0%</td>
<td>13.5%</td>
<td>14.6%</td>
<td>18.3%</td>
<td>10.3%</td>
<td>7.5%</td>
<td>12.8%</td>
</tr>
</tbody>
</table>

Sources: PricewaterhouseCoopers LLP, Wilkofsky Gruen Associates, IAB Australia.
AU Advertising Share by media CY 2010

- Newspapers: 28%
- Free TV: 26%
- Online: 17%
- Classifieds: 9%
- Directories (Print): 5%
- Radio: 7%
- Mags: 4%
- Outdoor: 3%
- STV Cinema: 1%

Source: Commercial Economic Advisory Service of Australia (CEASA) 12 months to 31 Dec 2010
What are we trying to fix?
What's new?
• Larger and improved panels
• Audit and accreditation
• Sole and exclusive preferred supplier
• Wider and more accurate capture of online universe and online activity
• People-based measurement methodology and metrics
• Hybrid audience measurement – best of panel and tags
• Reach & Frequency – longitudinal analyses
• Comparable with other media – planning and buying
• Improved user interface (UI)
25th May 2011: IAB Australia today announced that The Nielsen Company has been appointed the sole and exclusive preferred supplier for the provision of online audience measurement services in Australia. The appointment which is for an initial two-year term, follows an eight month tender and review process which was strongly supported by the MFA and AANA and overseen by TressCox Lawyers.

With the endorsement of Nielsen Online Ratings, IAB Australia is identifying people-based metrics, as opposed to browser-based, as the best and preferred online audience measurement system for the Australian online advertising industry. This will allow online to be measured comparably with other media in addition to providing online reach and frequency analyses comparable with traditional media schedules; and will set a platform for true cross-media measurement with other channels.
Online Ratings Principles

Panel Provides the Audience: The integrated panel and other location survey data give us the most reliable view of people’s internet usage.

Server Data Enhances Volume Calculation: Server data allows us to remove volumetric variability and provide better estimates for small websites and short time periods.
Online Ratings System

Panel Strengths
- Online ratings
- Demographic detail
- Comparable with other media
- People metric
- All pages and applications

Tagging Strengths
- Census figures
- Daily updates
- All locations
- Measures long tail
Methodology: Expanding the Pie

- **Panel Centric:** Guiding principles of the user-centric integration R&D are:
  1. To build a third sample on top of the current home and work samples, which adds the “other” group
  2. Use our tag data to better measure everything including home and work

- **Other:** This third sample, the “other” sample defined as “all locations and settings currently not measured by the home and work panel”
  - Work usage in shared settings
  - Secondary PCs at home
  - Public access locations (incl Unis)
  - Mobile usage
  - Un-measurable devices (incl Mac)
What is Nielsen hybrid audience measurement?

Key benefits for the industry

1. Captures data from all sources
2. Measures people not computers, browsers, devices
3. Enables cross-media measurement
4. Consistent market-wide rules ensure a level playing field
5. Accurate representation of ad inventory and audiences
what's next?
A full view of Online Video

Online and RDD Panel

Tag Data

Cross-Platform Homes or Fusion

Video Analytics

Cross-Media Measurement

Video Census
Towards Digital Mobile Measurement

- Survey
- Mobile NetView
- Mobile Video Report
- Mobile Panel (Apple, Google, RIM)
- Tags/Logs
- Mobile Audience Measurement
Retail & FMCG industries annual advertising expenditure TV & Print:

Retail = $1.5billion;
FMCG = $700m;
Total = $2.2billion

Online general display = $70m or ~ 5% each
Summary

• Online audience measurement the most accurate and advanced in 20 years
• Australia at the forefront of global technology and methodology
• People-based measurement and metrics
• Comparable with other media
  – ‘enabler’ for Australian multi channel media companies
• No longer a ‘barrier to entry’ for advertisers into online advertising
• Significant step towards true cross-media measurement
• Online will be at the heart of every advertising strategy and campaign