

Metrics Matter - IAB Europe reports on priorities for digital measurement and the need for compatibility across media

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Mission statement

The mission of IAB Europe's Brand Advertising Committee is to **drive brand investment into digital** by providing Brand Advertisers with a reliable and trusted **Brand Advertising Framework** for the **converging digital and traditional media environment**.

This Framework is a set of initiatives which includes the establishment of **recommendations** for **Ad Formats, Metrics and KPIs** across Europe and which are compatible with other initiatives around the globe. The Brand Advertising Committee is a multi-stakeholder group with global, regional and local input.

Metrics & KPIs stream

The **Metrics and KPIs stream** aims to establish what measurements would help drive more long-term brand advertising investment in digital media by better understanding the **needs and thoughts of all key stakeholders in the European industry**. A **measurement blueprint** for the rich and varied European digital ecosystem will be published.

Two stage approach

Stage 1 – semi-structured scoping interviews (Oct-Dec 2013)

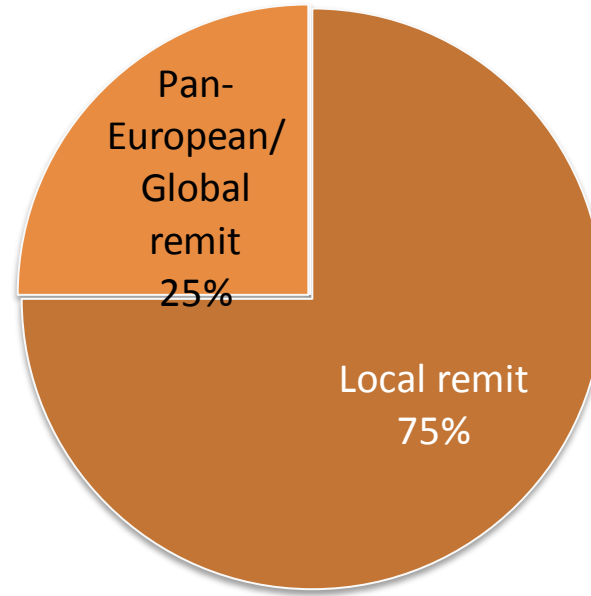
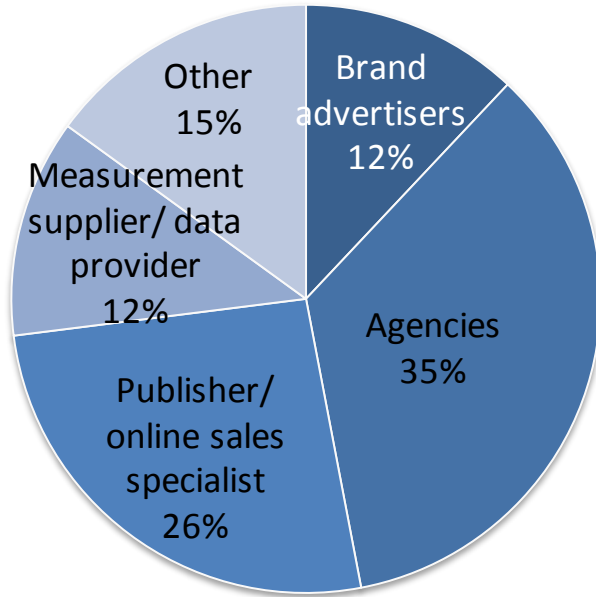
A series of qualitative interviews with senior executives in the UK, Germany, France, Sweden, Norway



Stage 2 – online survey (Mar-Apr 2014)

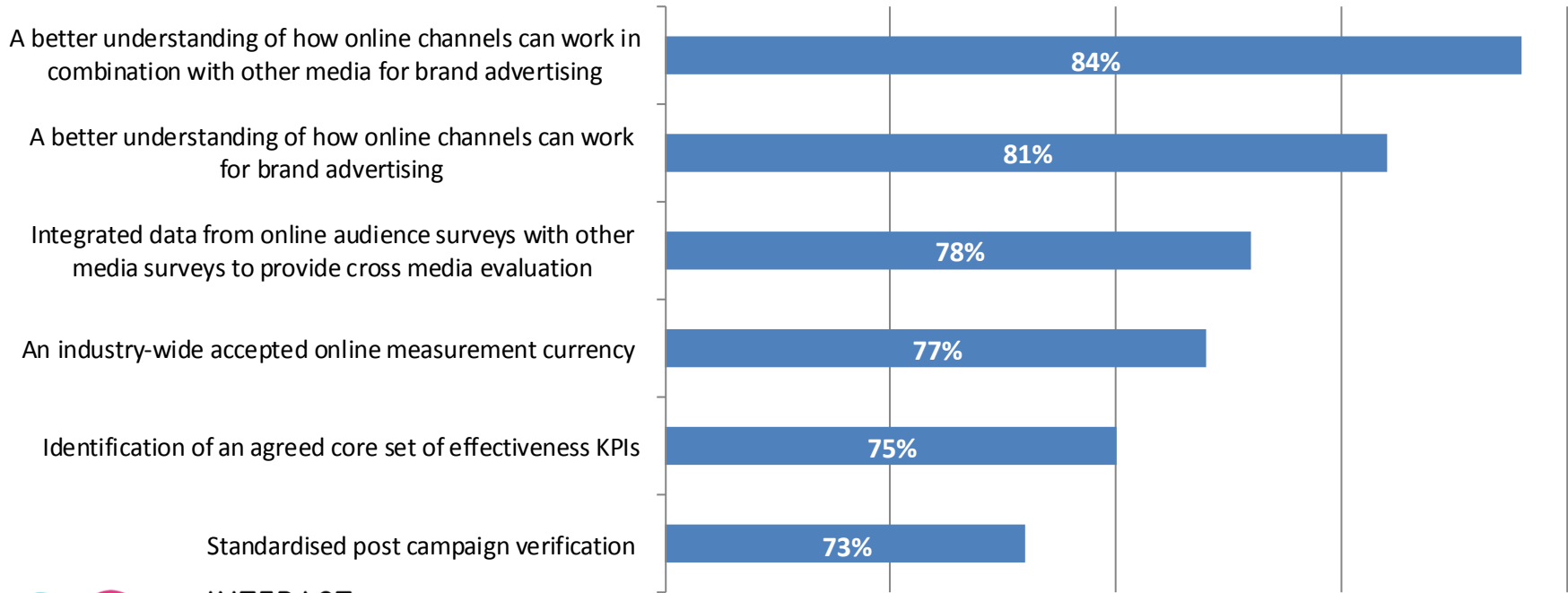
Europe-wide online survey of over 700 major stakeholders to understand their measurement priorities

Survey composition

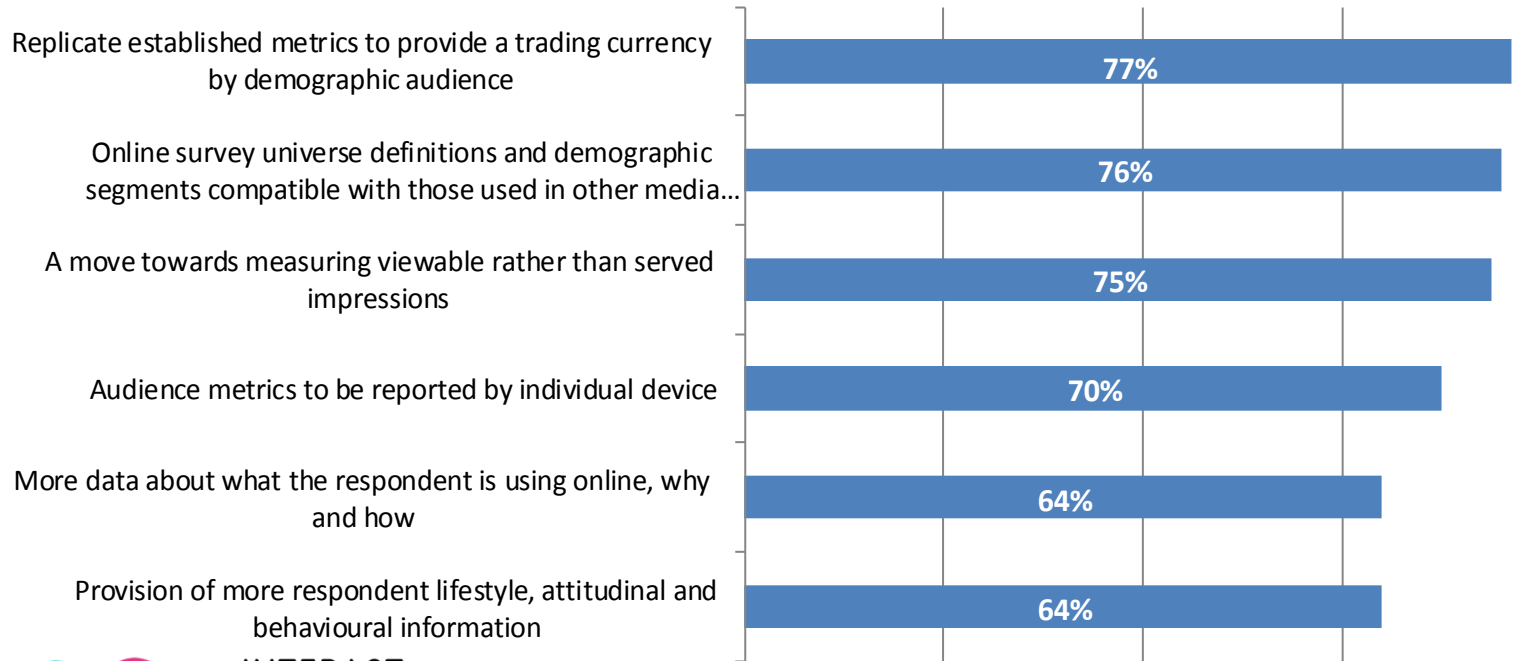


Base: all who answered this question

Priorities for attracting more brand advertising investment online



Audience survey priorities



Base: All respondents (n=721)

% ranking 3 or 4 where 1 is would not help and 4 is would definitely help

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The knowledge deficit

- Whilst there are many tools which enable marketers to plan and measure the delivery and success of their digital campaigns it's clear that brand investment in digital channels is still lagging behind due to uncertainties about how online channels can work best for brand advertising campaigns.
- Providing clarity on what exists and introducing better and more standardised metrics are important steps but a more holistic approach is required to promote digital channels and their value to brand advertisers.

Down with the silos

“Advertising executives are used to planning their brand campaigns against measures such as net reach, frequency and GRPs. They also know that such campaigns work well when using print or television, with 50 years of accumulated evidence. In the absence of such measurements companies are unlikely to shift significant chunks of their budgets into online” - **Vanessa Oshima (Director of Consumer Knowledge, The Coca Cola Company)**

“Online audience metrics should be GRP based and include net reach and frequency and be updated regularly.” - John Hackett **(SVP Global Marketing, The Coca Cola Company - Esomar Congress 2013)**

“Reach, frequency, GRPs are absolutely necessary as a trading currency for all media.” - **Lynne Robinson, (Research Director, IPA)**

Currency related metrics

More than three quarters of respondents state that an industry-wide accepted online measurement currency and replicating established metrics are helpful to brand advertising...

77% of respondents see the need for an **online currency** as important or very important

77% of respondents rate **replicating established metrics** as important or very important

70% of respondents think **audience metrics reporting by device** is important or very important

Cross media

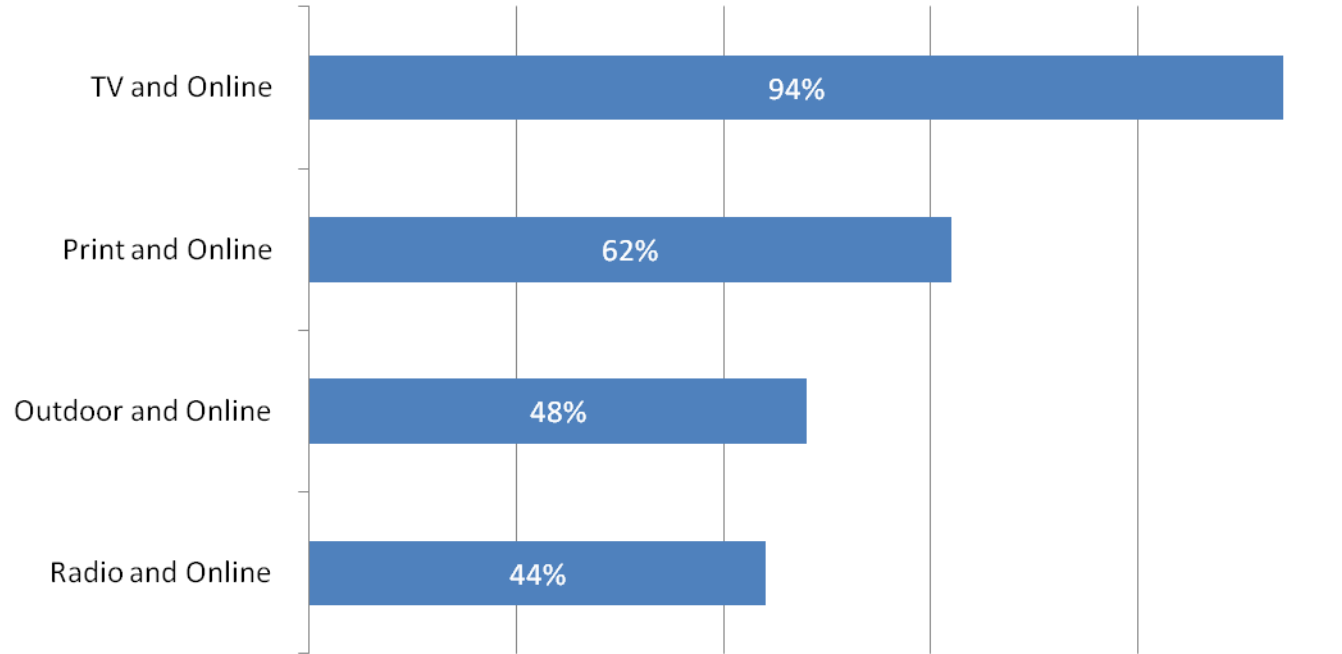
The option to integrate data from online audience surveys would help attract more brand advertising investment...

78% of respondents think the **option to integrate data from online audience surveys** would help or definitely help

76% of respondents feel that the **online survey universe definitions and demographic segments being compatible with other domestic currencies** would help or definitely help

60% of respondents say the **online survey universe definitions and demographic segments being compatible with European surveys** would help or definitely help, rising to **64%** amongst those with a **pan-European/Global remit**

Online measurement needs to become more compatible with TV



*Base: All respondents (n=721)
% ranking 3 or 4 where 1 is not important and 4 is most important*

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Print orientated markets vs. TV orientated markets

Interestingly TV and online compatibility most important to print orientated markets as well as TV orientated markets...

	Important to print markets	Important to TV markets
Print and Online	72%	59%
TV and Online	97%	95%
Outdoor and Online	39%	50%
Radio and Online	36%	45%

*Base: Print markets (123); TV markets (219);
% ranking 3 or 4 where 1 is not important and 4 is most important*

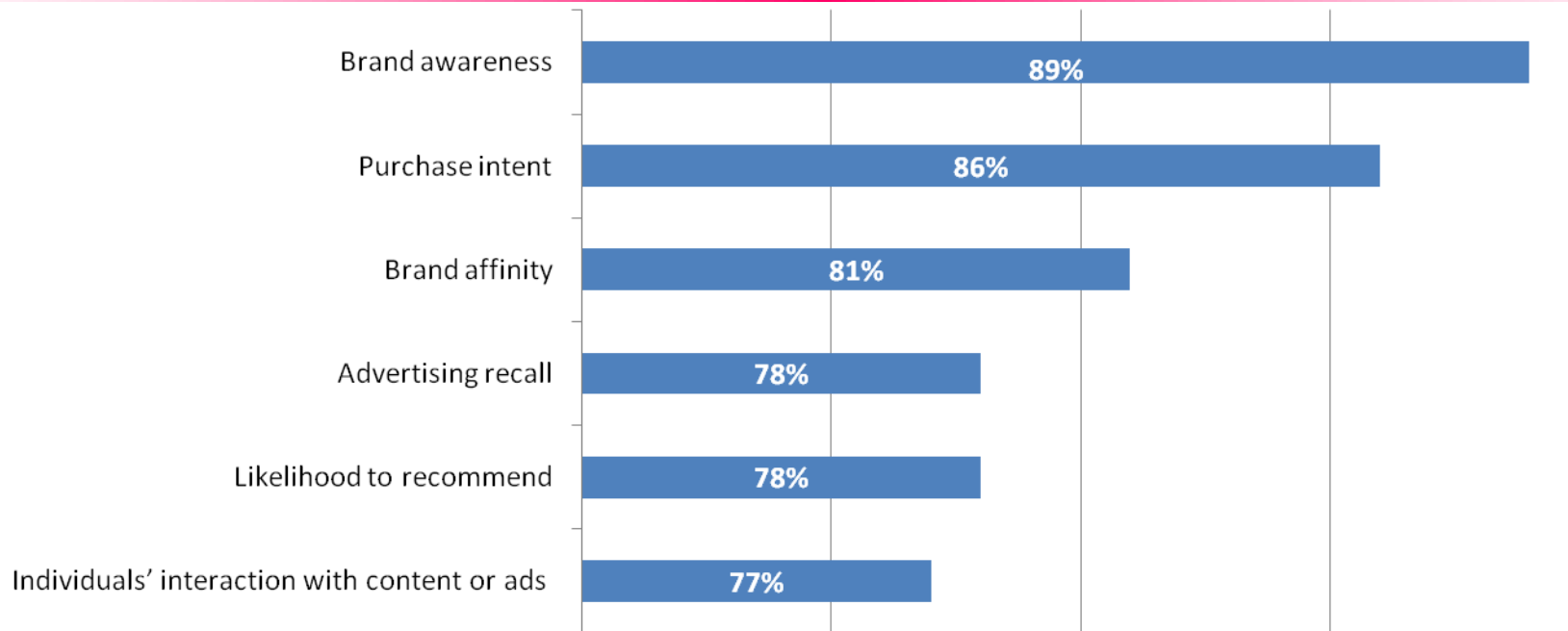
Contact quality: ads need to be seen

Length of time an ad is viewed and the proportion of the ad seen are important amongst brand advertisers and agencies to determine exposure...

	Advertisers	Agencies	Publishers	Respondents who value moving towards measuring viewable impressions
Measuring the proportion of a VIDEO AD that has been viewed	81%	83%	74%	83%
Measuring the length of time a DISPLAY AD in-view	80%	76%	63%	79%
Measuring the length of time a VIDEO AD has been viewed	76%	81%	65%	80%
Measuring the proportion of the DISPLAY AD is seen	76%	72%	76%	80%

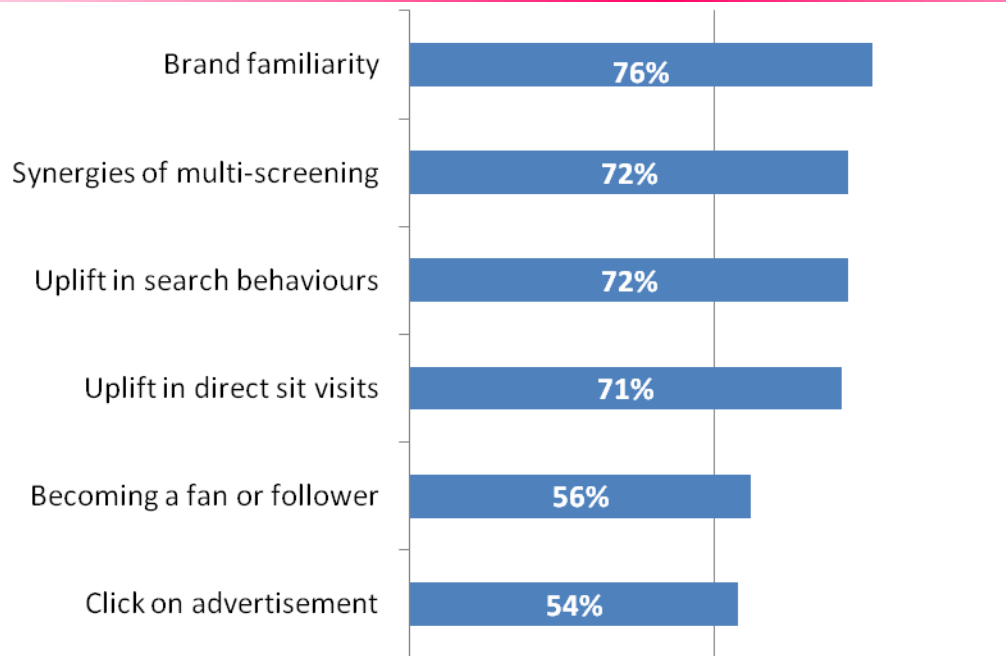
% ranking 3 or 4 where 1 is least important and 4 is most important

Brand KPIs



% ranking 3 or 4 where 1 is not important and 4 is very important

Brand KPIs



% ranking 3 or 4 where 1 is not important and 4 is very important

Reporting

	Key audience data	Other information
Daily	42%	29%
Weekly	30%	27%
Monthly	23%	32%
Quarterly	3%	9%

Base: All respondents (n=721)

Measurement survey organisation

	All	Advertisers	Agencies	Publishers
JIC	49%	44%	50%	52%
Independent Verification	25%	29%	26%	25%
Research Agency	6%	0%	6%	3%
MOC	3%	2%	2%	5%
Individual publisher	2%	0%	2%	3%
Not important	2%	2%	3%	2%

Key findings

- All respondents seek online metrics (such as net reach, frequency, GRPs) that are compatible with those that are available for other (traditional) media channels
- These measures should be based on an industry-wide accepted online measurement currency and be updated frequently
- A better understanding of how online works in combination with other media channels and how it can work for brand advertising is needed to help drive budgets online
- As a consequence, integration of online surveys with other media currencies, especially TV measurement systems is another urgent requirement to allow planning and trading across media channels.

Key findings

- The large majority of advertisers and agencies agree on the importance of looking for brand awareness, purchase intent and advertising recall KPIs whereas publishers are not so definitive in their choices
- Three quarters of respondents see a move towards viewable impressions as important, with advertisers and their agencies particularly keen (8 out of 10), whereas publishers are taking a more cautious approach with around 60% supporting the idea of viewable impressions.
- The priorities are largely the same between respondents with a local market remit and those with a pan-European or Global remit - all agreeing that a better understanding of how online works in combination with other media is needed

Next steps

The IAB Europe Brand Advertising Initiative next steps will be to reach out to Joint Industry Committees and discuss the results of this survey in order to move the needle on online metrics. IAB Europe aims to publish a Measurement Blueprint following these discussions in early 2015.

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