

Measure your audience, or measure your losses!



D3CON
MARCH 21, 2023

SEDAT POLAT
COUNTRY DIRECTOR, DACH

AudienceProject 

SE

write 5 funny, catchy, curiosity arousing taglines for a conference masterclass. content of the masterclass will be to explain to advertisers that they have to conduct audience measurement because otherwise they don't know who and how many they reach with their advertisements



1. "Measure your audience, or measure your losses!"
2. "Advertise blindly no more - learn how to target your audience effectively."
3. "Don't let your advertising dollars go to waste - join our masterclass on audience measurement."
4. "You can't hit a target you can't see - learn how to measure your audience."
5. "Put the 'smart' back in 'smart advertising' - join our masterclass on audience measurement."

Advertising 101



Why advertise?

You want to sell more products



How to get there?

Ensure that all relevant people know about your product



What to focus on?

Reach in target audience

Audience measurement 101



What is audience measurement?

Audience measurement measures how many people in a specific audience is reached



Reach in target group: How much of the target group population did you reach?



Frequency: How many times on average is a person reached by your ads?



On-target percentage: How many of the people reached are in your target group?



Hirate: Compared to the population, how accurately did you hit the target group?

Audience measurement 101



Reach in target group: How much of the target group population did you reach?

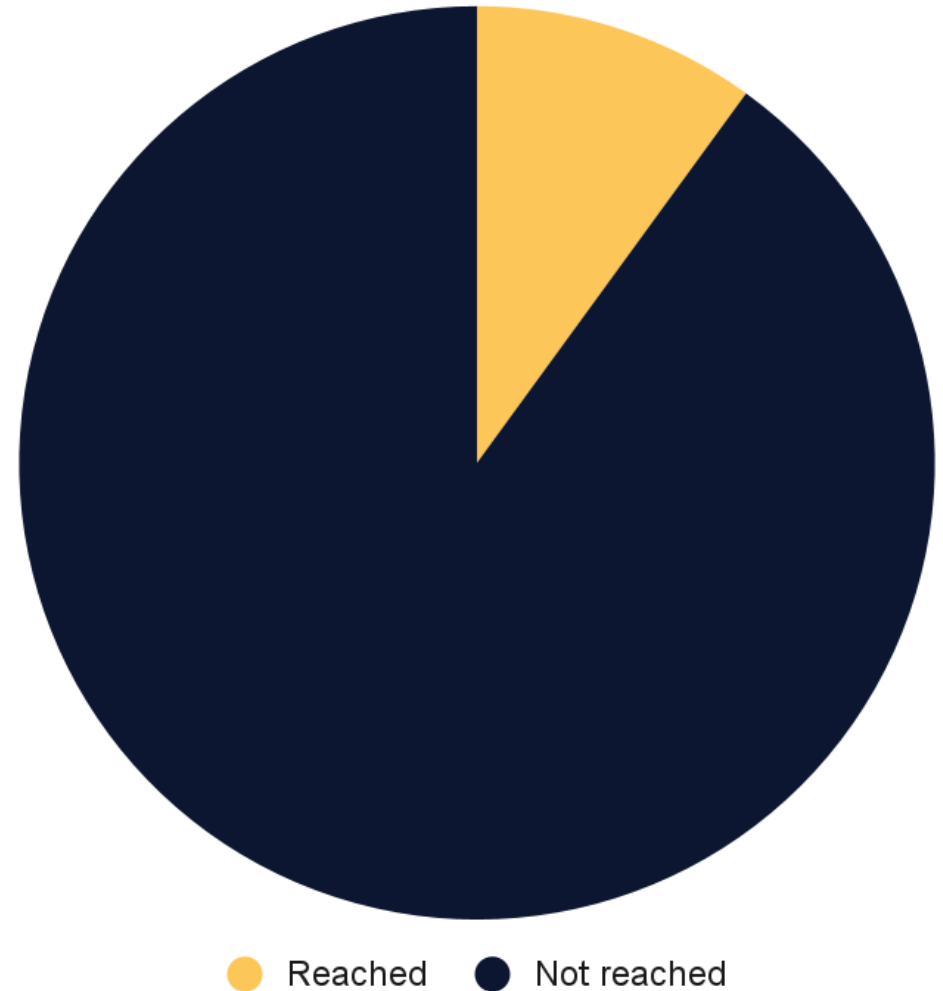
Example

Target group: Female, 18+

Target group size: 35,000,000

Reach in target group (#): 3,500,000

Reach in target group (%): 10%



Audience measurement 101

👁️ **Frequency:** How many times on average is a person reached by your ads?

Example

Scenario 1:

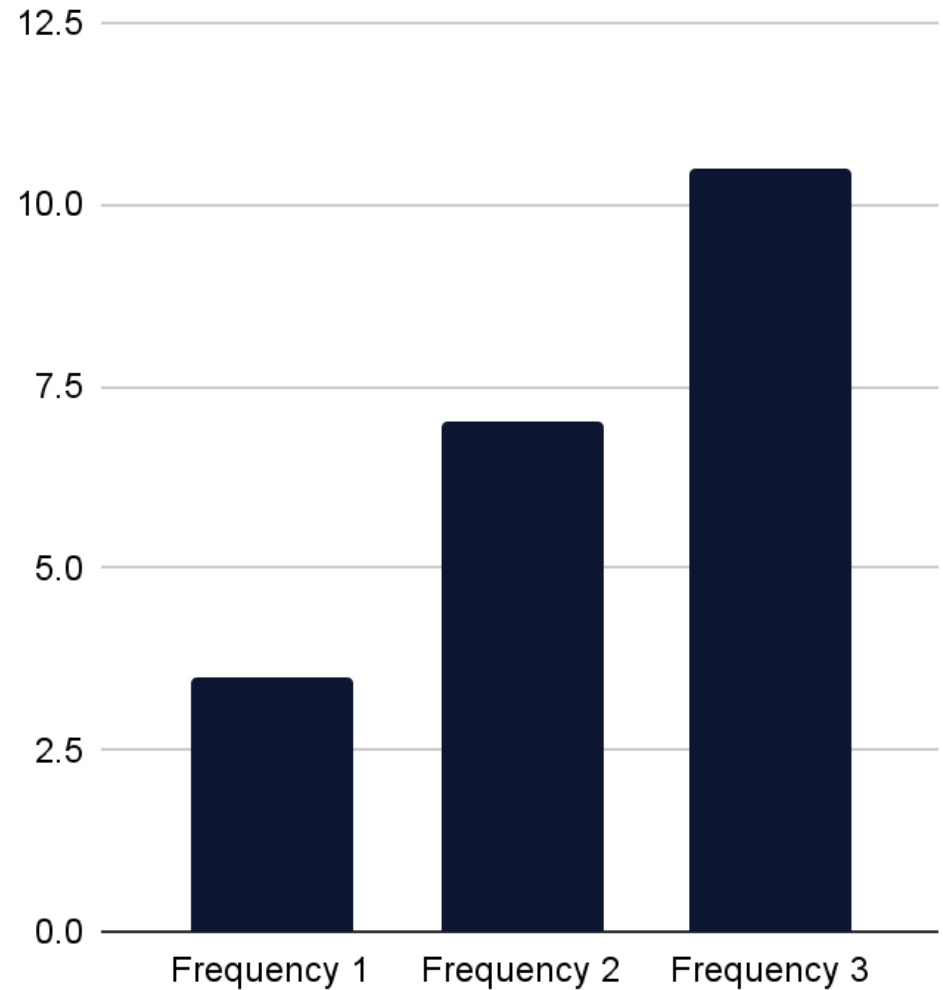
3.5M impressions in target group = Frequency 1

Scenario 2:

7.0M impressions in target group = Frequency 2

Scenario 3:

10.5M impressions in target group = Frequency 3



Audience measurement 101



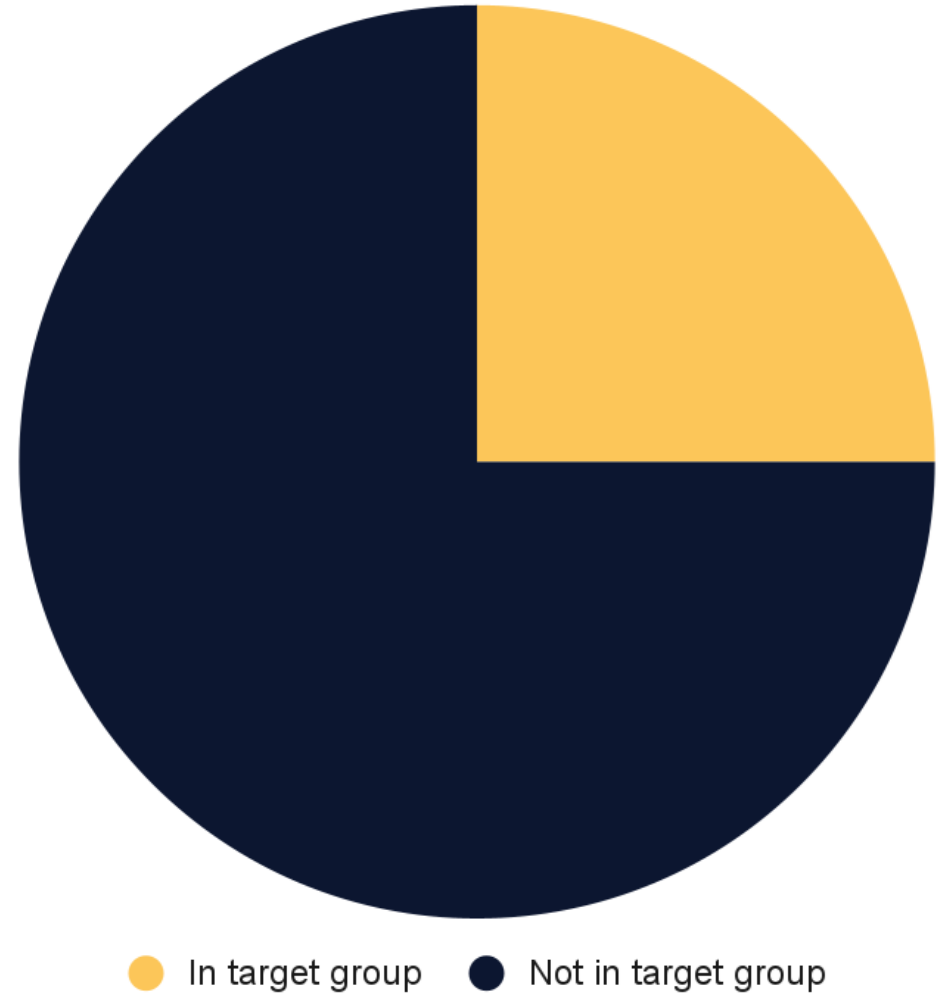
On-target percentage: How many of the people reached are in your target group?

Example

Total reach: 14,000,000

Reach in target group: 3,500,000

On-target percentage: 25%



Audience measurement 101



Hitrate: Compared to the population, how accurately did you hit the target group?

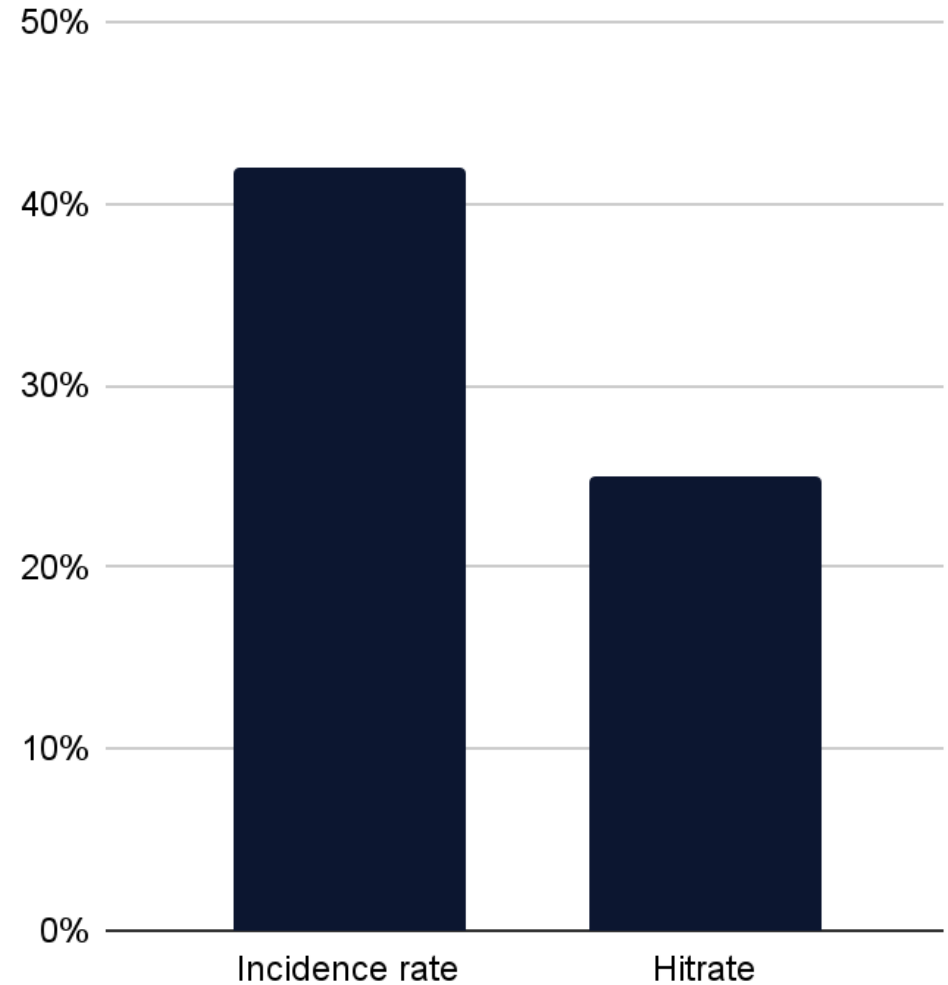
Example

Target group population vs total population:
35,000,000 vs 83,000,000

Incidence rate: 42%

Reach in target group vs total reach:
3,500,000 vs 14,000,000

Hitrate: 25%





**Media
consumption
has become
more
fragmented**



**New privacy-
focused
regulations have
been introduced**



**Third-party
cookies are
about to be
eliminated**

Cross-media measurement 101



1. You have something to sell...



2. You know your audience and create the perfect campaign...

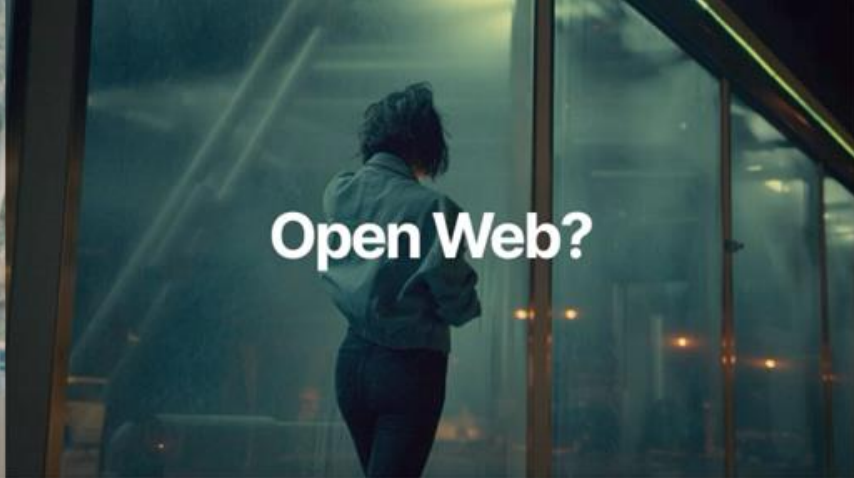


3. You want to maximise your reach...

...but how?



Facebook?



Open Web?



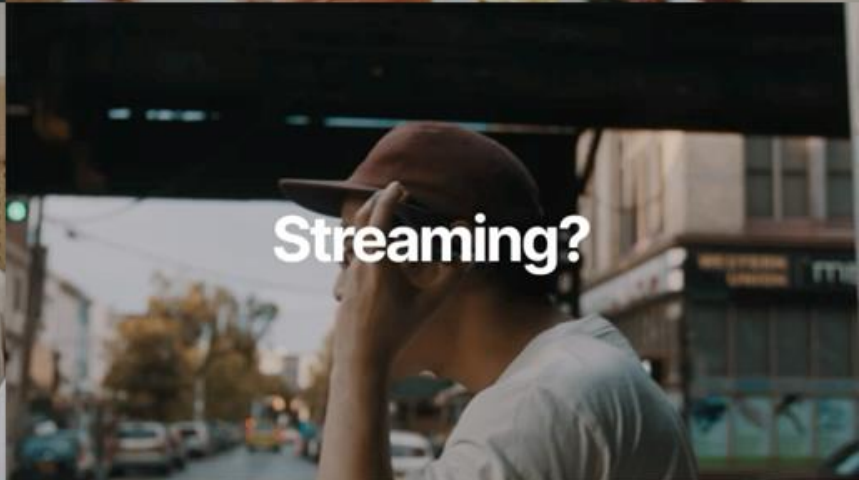
TikTok?



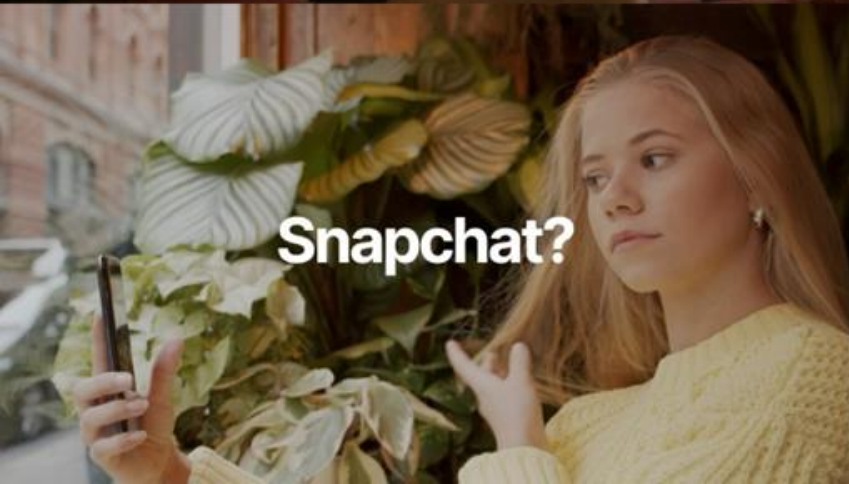
Linear TV?



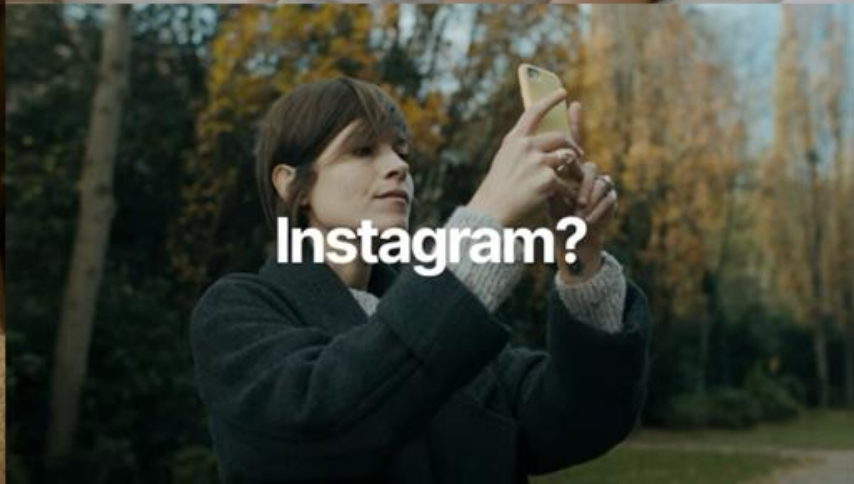
YouTube?



Streaming?



Snapchat?

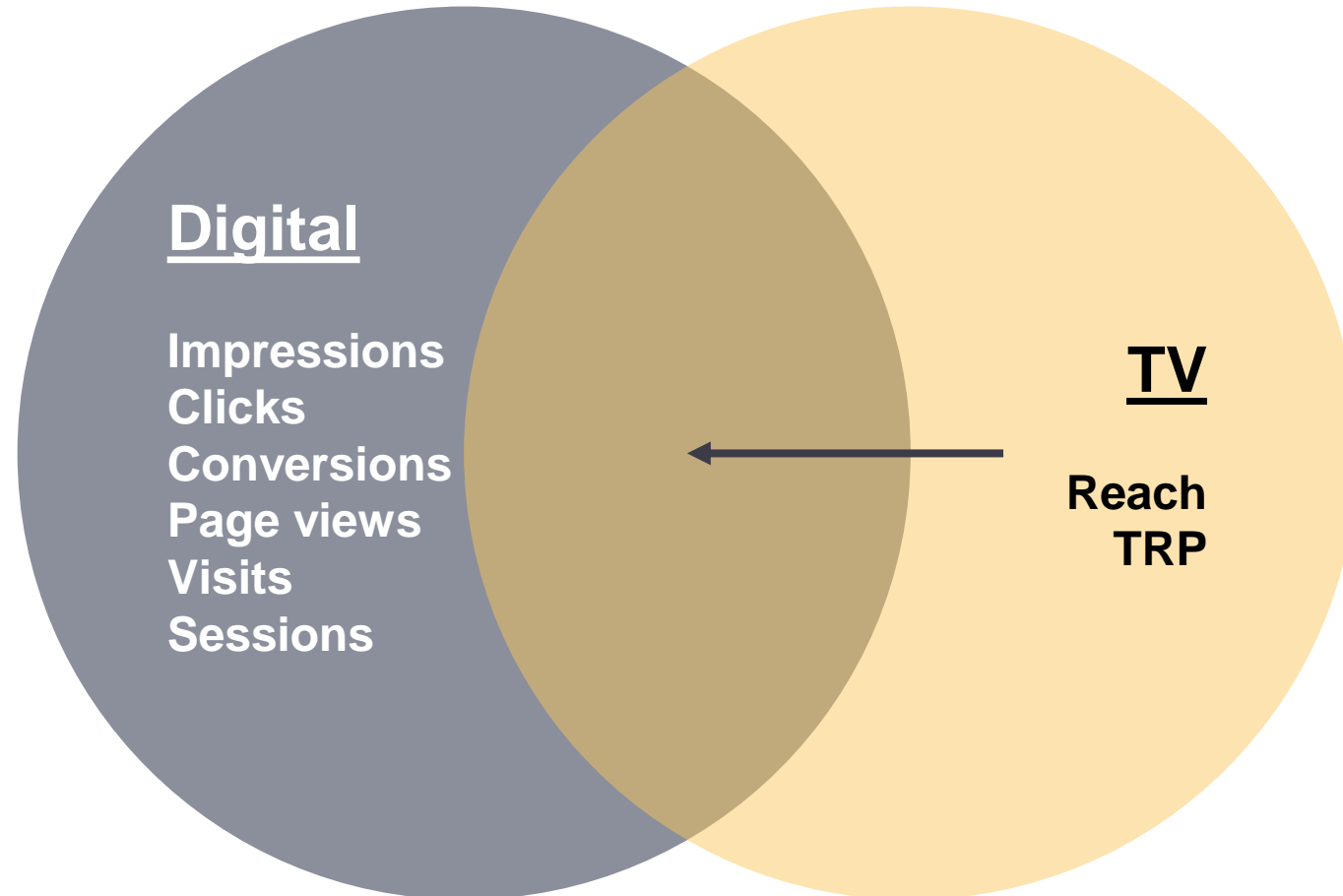


Instagram?



Connected TV?

Advertisers need to apply the language of TV to digital





Is it a thing though?



OXFORD UNIVERSITY & KANTAR

The average media plan could be **2.6x** more effective with a different media mix



Advertising plan

Target audience: 25-54 years old

Advertising budget: £30,000,000

Budget allocation

Linear TV	Meta	YouTube	Open web	CTV
50%	20%	20%	5%	5%

Potential ROI

Budget savings: £13,326,672 (44% of budget)

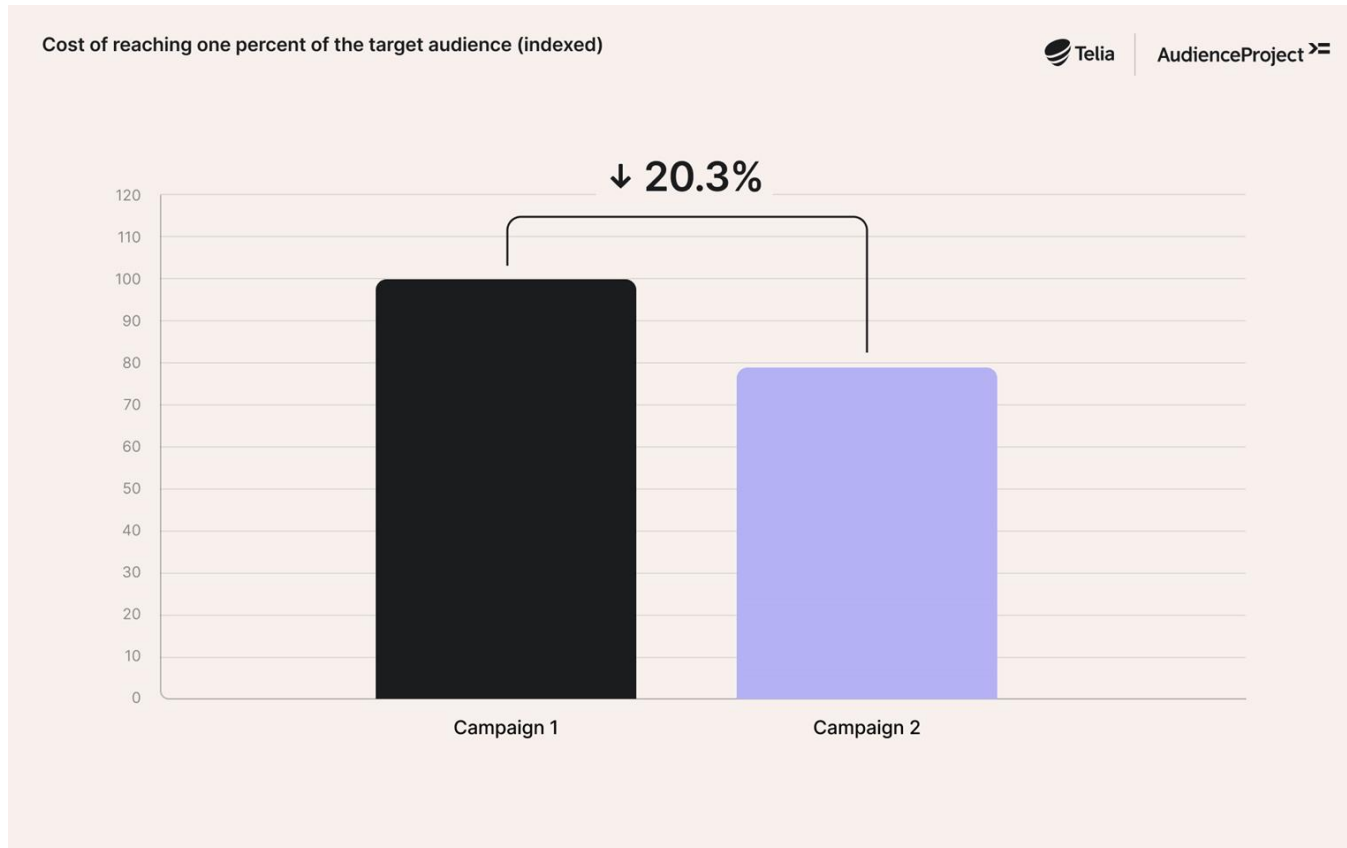
Measurement cost: £611,886 (2% of budget)



Return on investment: £12,714,786 (20x)

Please note: The return on investment calculation is based on the fact that you make the optimal budget allocation against reach in target audience

Telia documents 20% greater reach efficiency with redistributed ad budget



“

The measurement by AudienceProject has provided us with valuable insights into how we can reach our target audience more efficiently across TV and online video, helping us optimise future cross-media campaign activities.



Eva Lundgren
Director of Brand & Marketing, Telia



Seems like it is a thing.

**Am I spending my
ad budget wisely?**





**Who is my
campaign
reaching?**







**How many is
my campaign
reaching?**



**How often is
my campaign
reaching
them?**

...and how does the each channel contribute?

Valuable insights for more efficient budget allocation

	Investment (SEK)	CPM (SEK)	CPM in TG 18-64 (SEK)	Persons reached in TG 18-64 ('000)	Cost to reach 1,000 persons in TG 18-64 (SEK)
 Linear TV	2,934,626	33	71	3,195	919
 Meta	986,000	41	42	2,844	347
 YouTube	841,034	110	116	2,505	336
 Open Web	298,920	74	99	1,073	279



What's the solution?

Siloed measurement



**Stop doing
measurement channel
by channel**



Holistic measurement



**Start doing
independent and
comprehensive
cross-media
measurement**



Direct integrations

Direct integrations to walled gardens and ad servers



Advanced technology

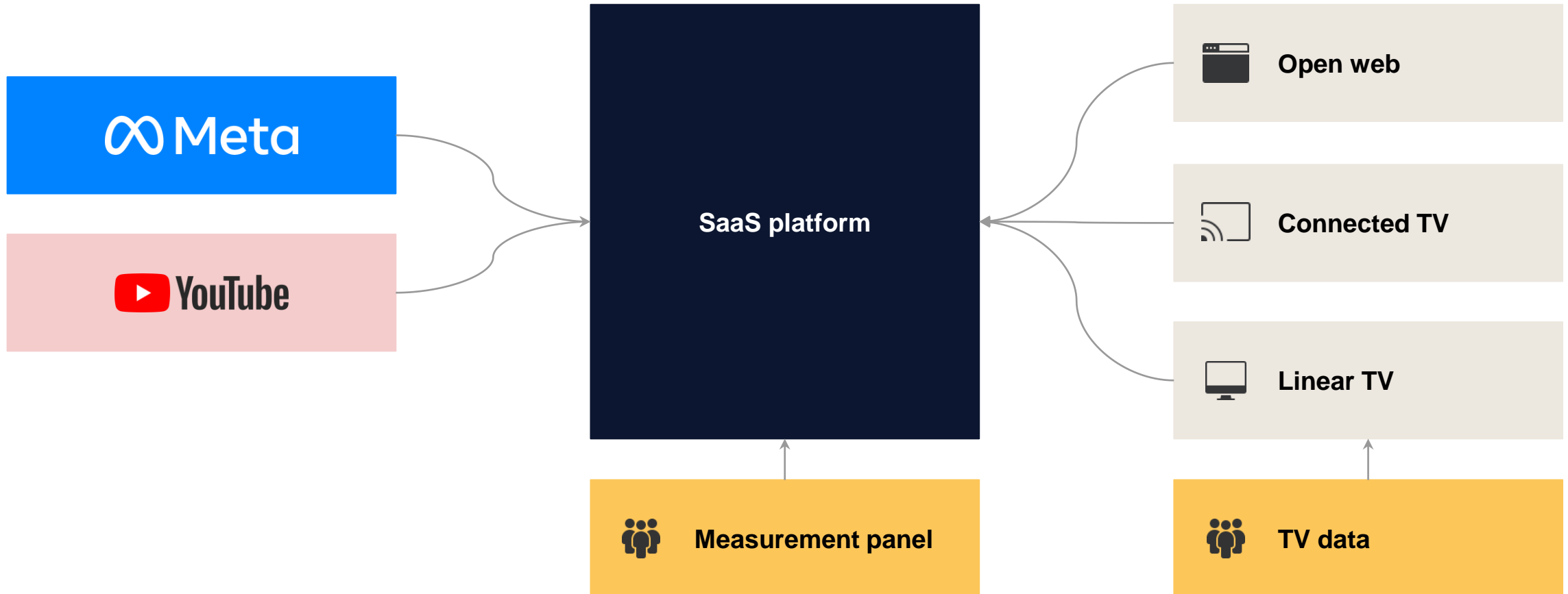
Advanced inferential statistics, graph technology and machine learning



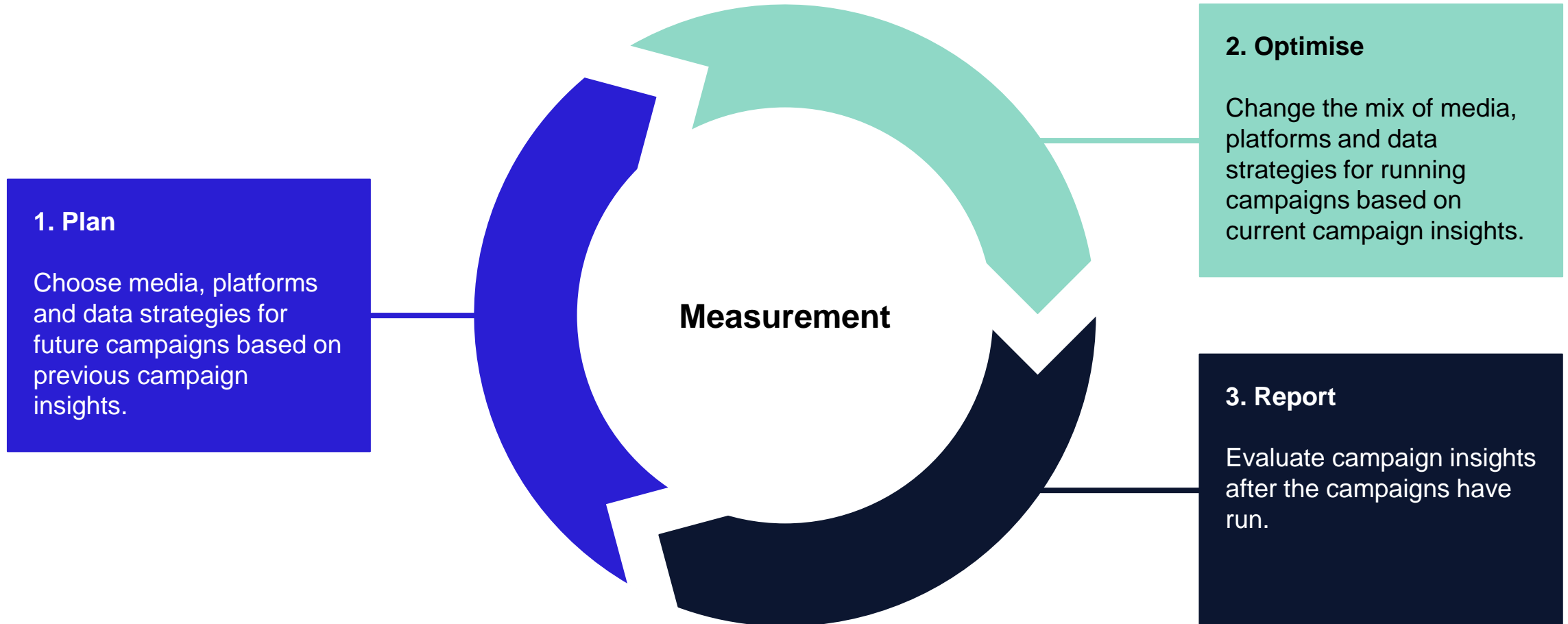
Robust methodology

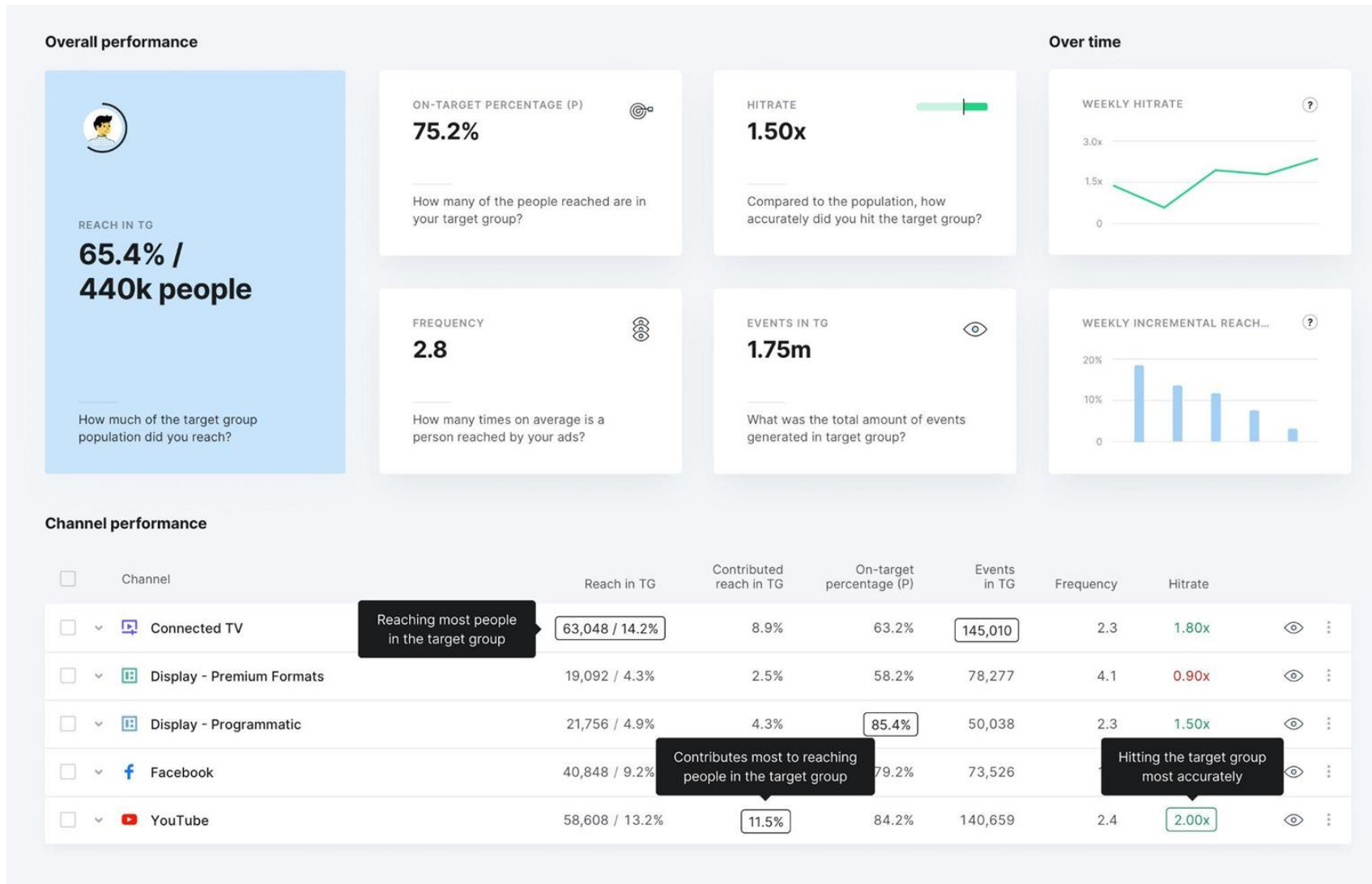
Adaptive methodology enabling measurement across channels with and without cookies

One unified measurement platform



An iterative measurement process





Reaching most people in the target group

Contributes most to reaching people in the target group

Hitting the target group most accurately

Questions answered



What is the reach in my target audience?



How accurately am I reaching my target audience?



How often is my target audience seeing my campaign?



Which channels are most effective at reaching my target audience?

Benefits gained



Extend in-target audience reach



Improve in-target audience accuracy



Reduce excess audience frequency



Optimise cost of in-target audience reach

Marketing funnel



Holistic measurement



Full funnel measurement to document brand and sales impact of campaigns on top of reach and frequency

Vodafone documents 176% lift in campaign awareness for in-game ad campaign

AudienceProject's brand lift measurement solution helped Vodafone prove that investments in in-game inventory have a significant effect on brand metrics, including awareness and consideration.

176%

lift in campaign awareness

19%

lift in aided top of
mind brand awareness

14%

lift in ad awareness

20%

lift in brand consideration

“

Thanks to AudienceProject's measurement, we have gained a great deal of knowledge about the effect of doing in-game advertising. This has helped us make informed decisions on how to allocate budget to in-game advertising going forward.



Marcel Zielke
Digital Media
Manager, Vodafone

Pandora documents significant effect on brand awareness by adding more video placements to its marketing

AudienceProject's brand lift measurement solution helped Pandora prove that adding more video placements to its marketing have a significant effect on brand metrics.

10 pp

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

17 pp

lift in brand consideration with video ads

5.3x

higher lift results for brand metrics with video ads compared to TV

98%

lower cost per lift point across brand metrics with video ads compared to TV

“

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

+750
brands measured

+230K
campaigns measured

+470B
impressions measured

Since 2016

AudienceProject ➤=