

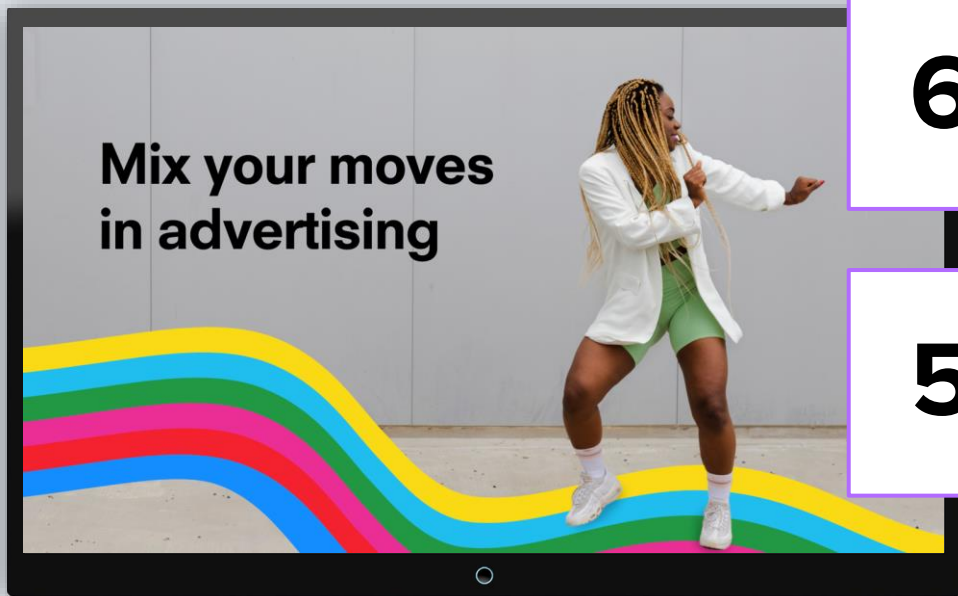
The background features a collage of business-related images: a group of people in a meeting, a laptop displaying data charts, and a person working at a desk. The central text is overlaid on a white rounded rectangle.

The Future of Full Funnel and CTV Measurement

Presenter: Sara Sihelnik

Quantcast

The Connected TV Opportunity in Germany is **Now**



62%

of the German
population are
active CTV
users

54.7M

Projected
CTV users
in Germany
by 2026

Introducing



Sara Sihelnik

Country Director, DACH




Quantcast



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What is a Geophysicist?

ChatGPT

 Examples	 Capabilities	 Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

|  

[ChatGPT Mar 14 Version](#). Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

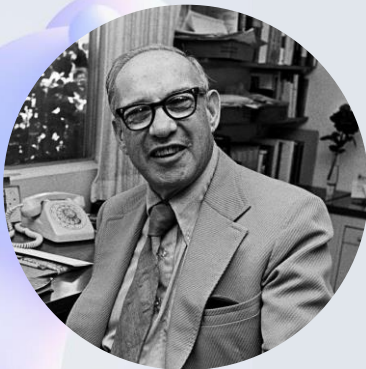
Evolution to Measurement

Back then



Today



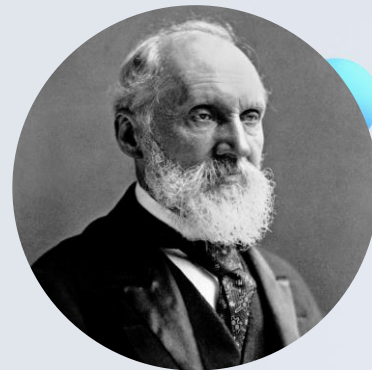


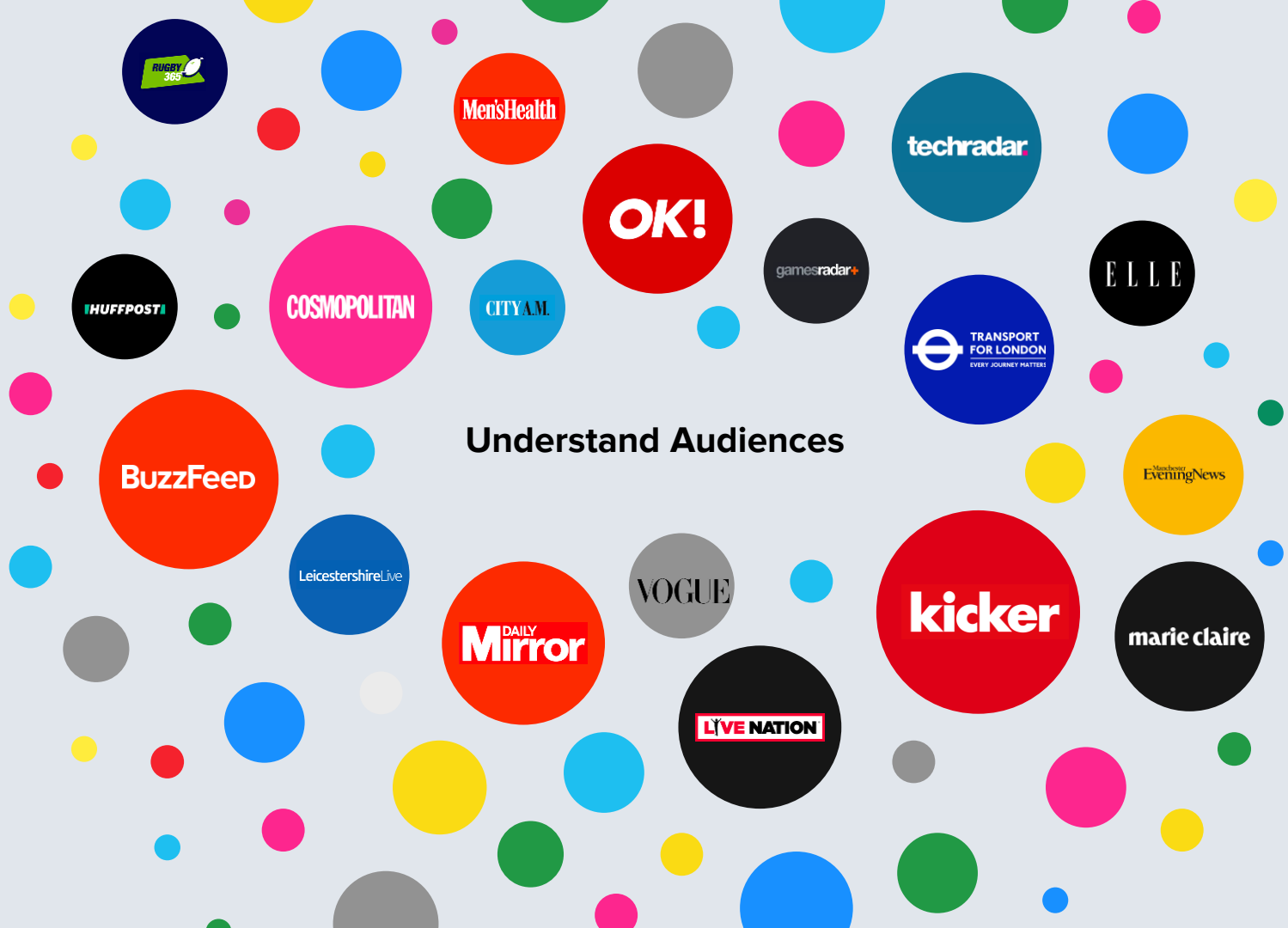
**“If you can't measure it,
you can't manage it.”**

Peter Ferdinand Drucker

**“If you cannot measure it,
you cannot improve it.”**

Lord Kelvin





BuzzFeed

COSMOPOLITAN

Men'sHealth

OK!

techradar

HUFFPOST

CITY.A.M.

gamesradar+

ELLE



TRANSPORT FOR LONDON
EVERY JOURNEY MATTERS

Understand Audiences

EveningNews

LeicestershireLive

VOGUE

DAILY Mirror

kicker

marie claire

LIVE NATION

If you Remember Anything, Make it This

1

Start with
Measurement

Difficult Times for Marketers

Entwicklung der deutschen Brutto-Werbependings seit Januar 2021

Angaben in % gegenüber Vorjahr



Grafik: Marco Saal • Quelle: Nielsen • Erstellt mit Datawrapper

Challenge with CTV Measurement

46%

of responding senior video marketers stated that no uniform cross-channel standard of measurement was a major challenge of CTV advertising.

*Source: Statista/Xandr, Details: Germany; as of January 2021;
900 respondents; among senior video marketers*

What is the formula and what are the variables?



Optimise on the right KPI at each funnel step



First-Party Real-time Data



AI that can make sense on all the data points and match cross device



Transparency on supply-side



A unified platform to help bring planning and activation together

If you Remember Anything, Make it This

1

Start with
Measurement





2



Make your
Marketing
spend more
accountable



Travel Case Study



Campaign Set-up

   Awareness 

  Consideration

 Conversion 

Zooming into the CTV Activity

Awareness



Results of the CTV Activity

Completed views

2,474,010

Household

1,445,760

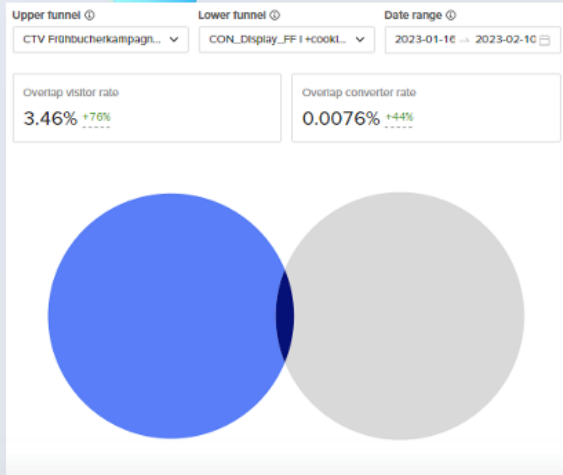
Unique Website Visitors

77,048

Bookings

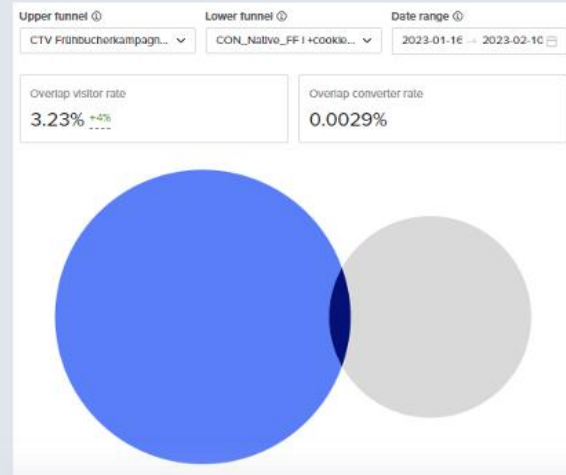
54

Overlap Audience



Overlap Display

Visitor Rate: **3.46%** +76%
Conversion Rate: **0.0076%** +44%
Reach: **39,420**



Overlap Native

Visitor Rate: **3.23%** +4%
Reach: **34,015**

Measure Brand Uplift in Real-time

Add Brand Lift Live ^{Beta}

1 Choose Template 2 Configure 3 Launch Survey

My ads aim to improve [Ⓢ]

Ad recall

Wordings Tips

- Your description and product name should mirror your ads
- Use simple language to reduce audience confusion

Do you recall seeing an ad for _____

online or on a mobile device in the last 7 days?

Preferred Answers

Yes X

These answers will be used to calculate lift in your results.

Preview

Format

Display 300x250

Do you recall seeing an ad for _____ online or on a mobile device in the last 7 days?

Yes

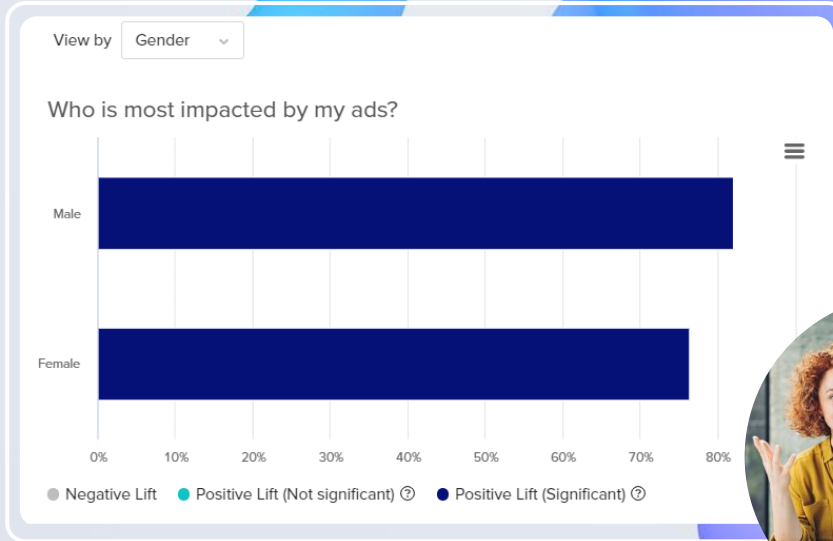
No

Not sure

Powered by Quantcast
View Privacy Policy

View at full size

Cancel Next Configure



If you Remember Anything, Make it This

1

Start with
Measurement

2

Make your
Marketing
Spend more
accountable

3

Brand is now
performant



Thank you!

Presenter: Sara Sihelnik
Email: ssihelnik@quantcast.com

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