the Advertising Research Foundation

AUDIENCE xSCIENCE 2024

Forecasting & Optimizing Reach in a PII Compliant Measurement Ecosystem

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#ARFAxS

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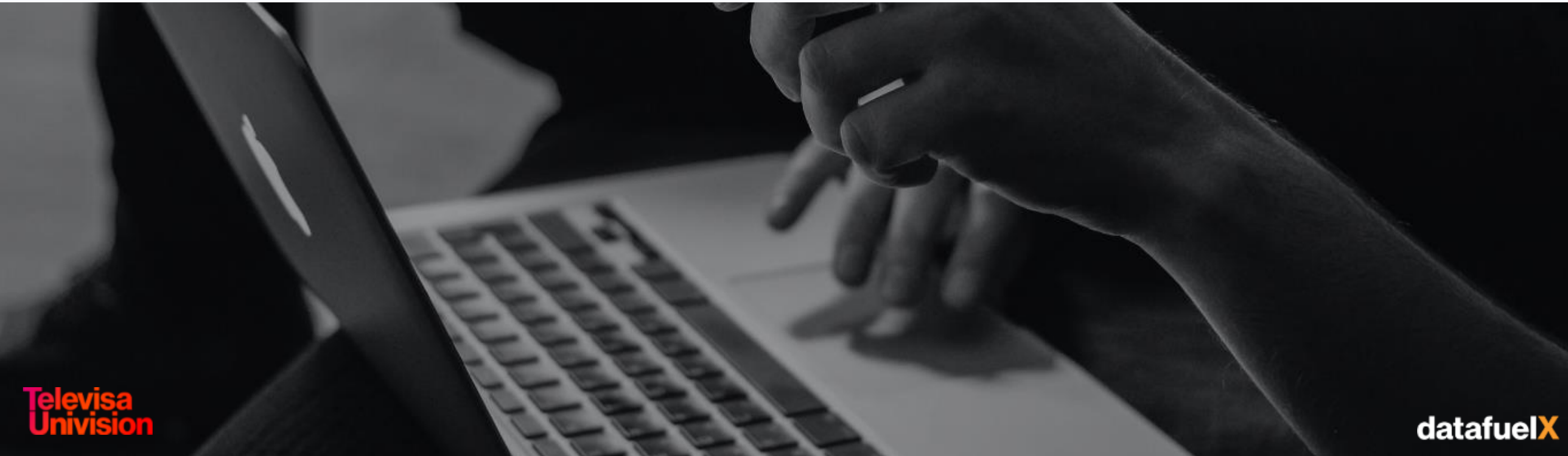

Why Big Data?

UNDERSTANDING THE VALUE OF BIG DATA MEASUREMENT

Viewer behavior has fragmented, with people moving to streaming at an unprecedented rate. As a result, consumers are no longer limited to a wired cable box and are largely watching live TV content on Smart TVs or with internet connected over-the-top devices.

Panel-only measurement is no longer sufficient, especially for narrowly-defined audiences.

Most importantly, it fails to represent multicultural audiences, **undercounting and undervaluing Hispanics by upwards of 20%** - even for broad demographics.

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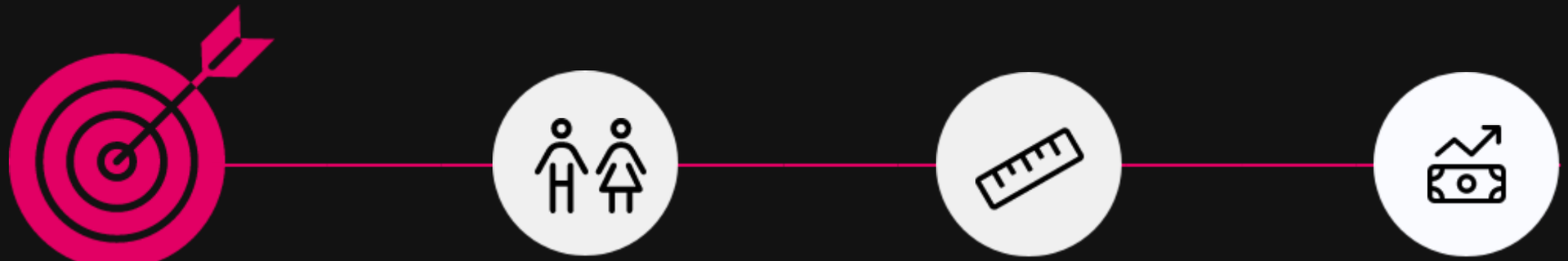
BIG DATA BENEFITS

UNLOCKING VIEWERSHIP'S TRUE SCALE



Audience Planning

- Converged TV planning
- Stronger data matches & TelevisauUnivision Household Graph activation

Audience Measurement

- Granular measurement
- De-duplicated reach & frequency across platforms

Impact & outcomes

- Grow/maintain reach while limiting excessive frequency
- Superior deterministic attribution
- Improved Roas

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Big Data: Reach & Frequency

Long-Tail

SMALLER NETS MEASUREMENT

Gain granular views across smaller, long-tail networks.

Deeper program/audience measurement available with big data helps you determine the full extent of media buys.

GalaNovelas monthly reach across adults ages 18-49 doubles while the average frequency drops 4% when measured with big data.

RF Management

ORGANIC REACH INCREASE

Increase Reach while reducing excessive over-frequency.

UniMas sees reach increase 38% for A25-54 while frequency reduces by 25%

Univision sees a 30% reach increase while frequency immaterially changes by 2%.

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The Challenge

WORKING WITH BIG DATA ID'S IN A PII COMPLIANT MANNER

Identity-Restrictions

Reach & Frequency planning requires access to unique viewership data, which has become increasingly restricted.

- The inclusion of STB data in measurement sources has introduced limitations on individual viewing access (75 ID minimum).
- Necessitated the use of data clean rooms and new processes for measurement data access.
- Size/Scale of big data leads to lengthy ID-forecast times + compute costs.

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Reach & Frequency Clustering Methodology

datafuelX Approach to ID-level forecasting in respect to PII compliance and data clean rooms

1

Sample Set

Using a sample set of HH's on specific network(s), generate a matrix of historical viewing and demo vectors.

2

Cluster Creation

With the historical viewing and demo vectors, create clusters of like-behavior/characteristics.

3

Assign HH's

Scale to full set by assigning *ALL* HH's in viewership set to clusters.

4

Audience Proportions

Generate composition statistics that describe what proportion of each cluster are members of the various demographic groups & strategic targets that are to be measured.

5

Forecast

Predict cluster viewership behaviors across networks, forecasting content consumption levels in the future.

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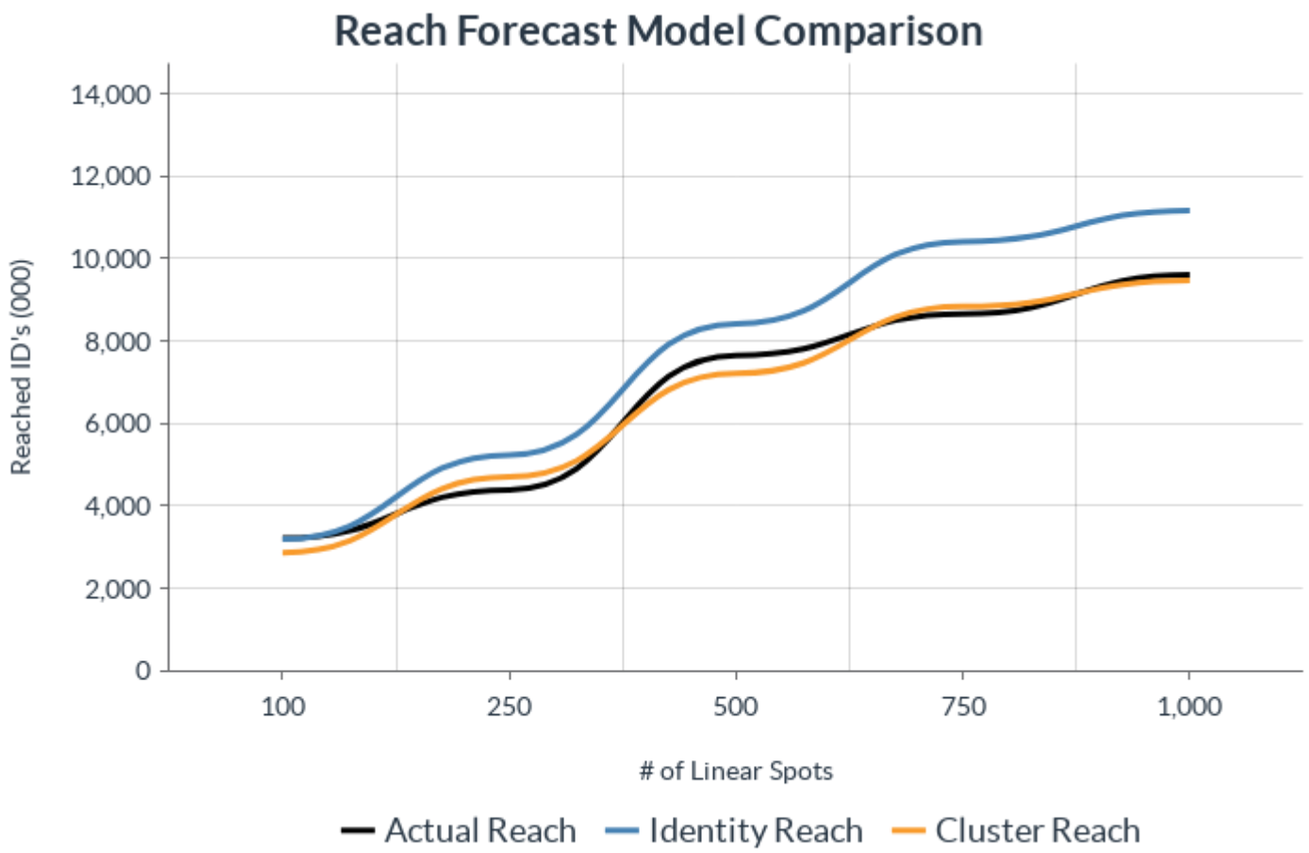
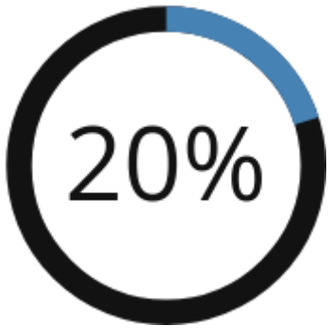
Evaluating Cluster Reach Forecast Accuracy

VALUE OF CLUSTERING FOR REACH FORECASTS AT SCALE

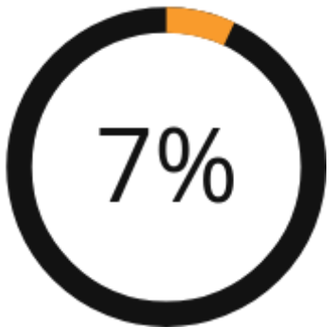


100+ Spots Error Rate:



Identity

Forecasts show up to 20% error rate on scaled Reach Forecasts.



Cluster

Forecasts show up to 7% error rate on scaled Reach Forecasts.

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Cluster Compute Value

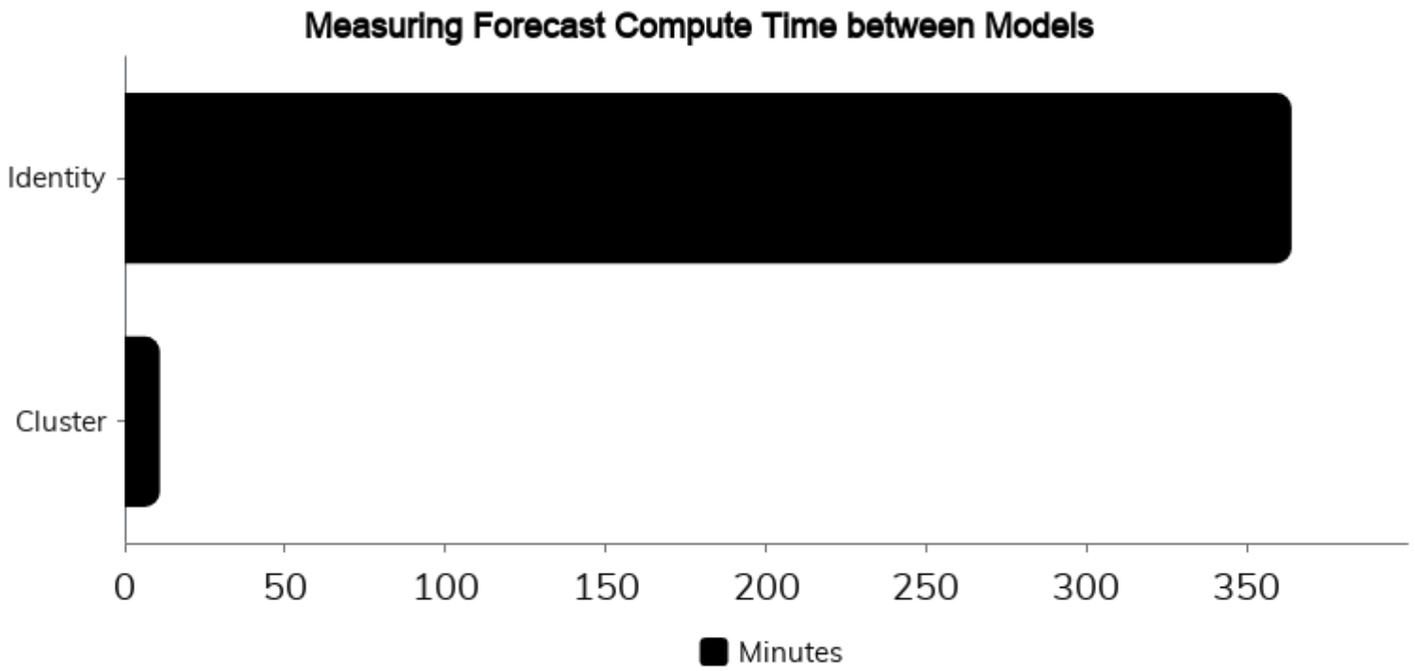
500+ hrs annually

When scaled to multi-measurement sources, multiple networks

- CLUSTERS BUILT MONTHLY
- DATA REFRESHED WEEKLY
- FORECAST WEEKLY

Compute Time

Comparing the time difference in forecasting identities versus Clusters for one network.



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Clustering Value

FROM HYPOTHESIS TO OUTCOMES

PII-Compliant

Preserving the use of Identity-level planning in an increasingly PII-concerned ecosystem.

Efficiency & Accuracy

Delivering comparable accuracy metrics with strong improvements in compute cost & time.

Cross-Platform RF

By scaling cluster assignments to digital ID's, can empower Cross-platform RF management & optimization.

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THANK YOU FOR YOUR TIME

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