



BEST PRACTICES IN CROSS PLATFORM ADVERTISING EFFECTIVENESS MEASUREMENT

An Exploration

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OBJECTIVES, METHODOLOGY, BACKGROUND

Objective: Best Practices In Cross Platform Ad Effectiveness Measurement

1. Evaluate the various approaches currently in use
2. Understand the balance between cost, ease of implementation and desire for better measurement
3. Make recommendations to improve methods used to assess the effectiveness of each channel and the synergistic combination of channels
4. Develop next steps for CIMM in improving Cross-Platform Ad Effectiveness Measurement

Interview key end users and research architects:

- Marketers:
 - The clients and the ultimate recipients of the research
- Agency Executives:
 - Those conducting the research and overseeing it on behalf of their clients
- Media Executives:
 - Those whose media is being assessed with Cross Platform Advertising Effectiveness
 - They often get involved in the implementation process including choosing vendors
- Key Research Vendors

End User Interview Constituencies

46 executives from the following organizations interviewed between March and April 2011.

Marketers

- ConAgra
- Microsoft
- PepsiCo
- Procter & Gamble
- Unilever

Agencies

- Carat
- MediaStorm
- MediaEdge CIA
- Omnicom
- Starcom
- MediaVest Group
- Universal McCann

Media

- CBS
- ESPN
- Google
- MTV Networks
- Time Inc.
- Turner Broadcasting

The Vendors



3DAccountability



Agenda

1. Über thoughts on state of the industry
2. End user perspectives
3. Overview of current methodologies
 - Limitations
 - Innovation
4. Opportunities for improving current methodologies and innovating in different directions
5. Discussion/brainstorm re: opportunities



Section 1:

ÜBER THOUGHTS

Roles of Cross Platform Advertising Effectiveness Measurement

1. Help advertisers adjust media mix in the future – or preferably mid campaign to increase effectiveness
2. Understand synergistic role of media
3. Help with cross media planning

State of The Industry

- **Cross Platform Ad Effectiveness is Becoming Increasingly Important**
 - Additional media fragmentation, more challenging than ever to optimize media investments
- **While Some Current Tools are Deemed “Satisfactory” There are Some Agreed Upon Challenges**
 - Good News is that there is some innovation and additional vendors in the space to try to come up with workarounds
- **Agreement That a Single Source Solution is the “holy grail”**

Über Questions

- How much do we try to improve current methodologies?
- Wait for single source?
- Innovate on new interim solutions that address our needs?
- Our recommendations:
 - Pursue all three modes...



Section 2:

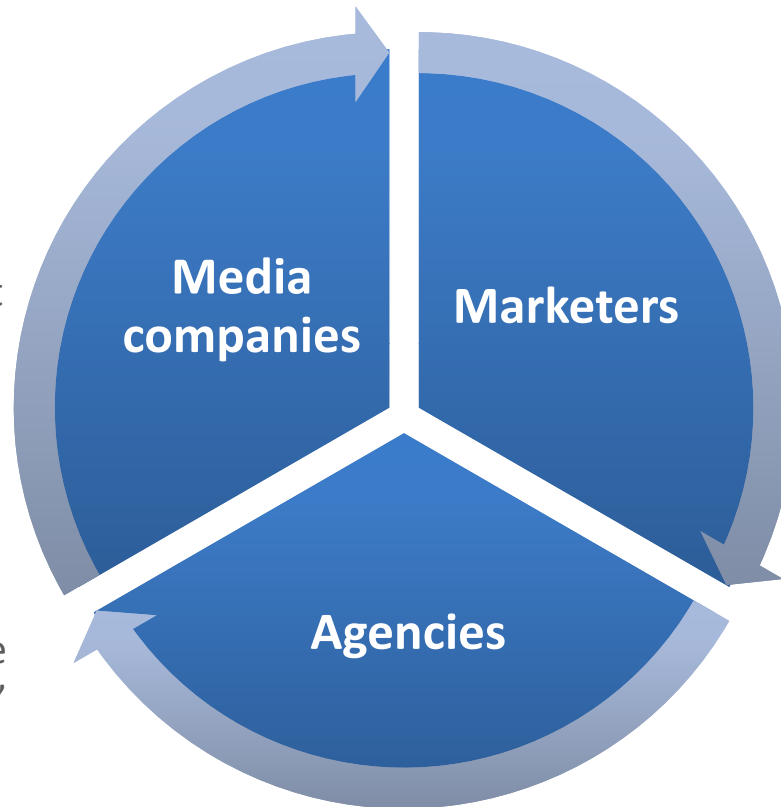
END USER PERSPECTIVES

Cross Platform Advertising Effectiveness Measurement Motivations Vary By Party Involved



Tensions Arise Due To Competing Needs

- **Methodology concerns:** Not always in the best interest to do research in the way it should be done
- **Lack of learning:** “We aren’t learning anything new” – just conducting these based on client demand
- **Added Value:** We’re expected to add on to every buy
- **Process problems:** “CMOs assume the media part of the research is easy - but it’s not”



- **Control without cost:** Research baked into media fees but desired control over supplier, methodology, survey
- **Mistrust:** Data presented can be filtered through media company
- **Lag time:** For results

- **Job Security Motivation:** Pressure from clients to help them justify their jobs leads to tactical analysis and lack of strategic, long term thinking
- **Guidance not research:** Clients want AOR to give them best thinking re: cross media planning – not necessarily Cross Platform Advertising Effectiveness

End Users Want Better Cross Platform Advertising Effectiveness Measurement

“Models are based on media consumption at best 10 years ago”

- Marketer

“Market need is enormous – only 30% of CMOs think they are truly measuring ROI.”

- Research Vendor

“Cross media provides quicker and more efficient answers to questions – particularly when data availability is limited.”

- Agency Executive

What They ALL Want...

1. Single source is the holy grail...but not there yet

“Holy grail is single source measurement: Log level data, pulling together client databases – linking that to set top box data.”

- Agency Executive

2. Mobile is pushing the Cross Platform Advertising Effectiveness Measurement Issue

“3rd screen mobile – we need to get there, but we're not sure how.”

- Marketer

3. Desire to build a better mousetrap:

- Weariness with current approaches
- Excitement over new vendors in market
- Workable solutions now over research perfection
- Desire to understand latest developments in market now -- acknowledge lack of education

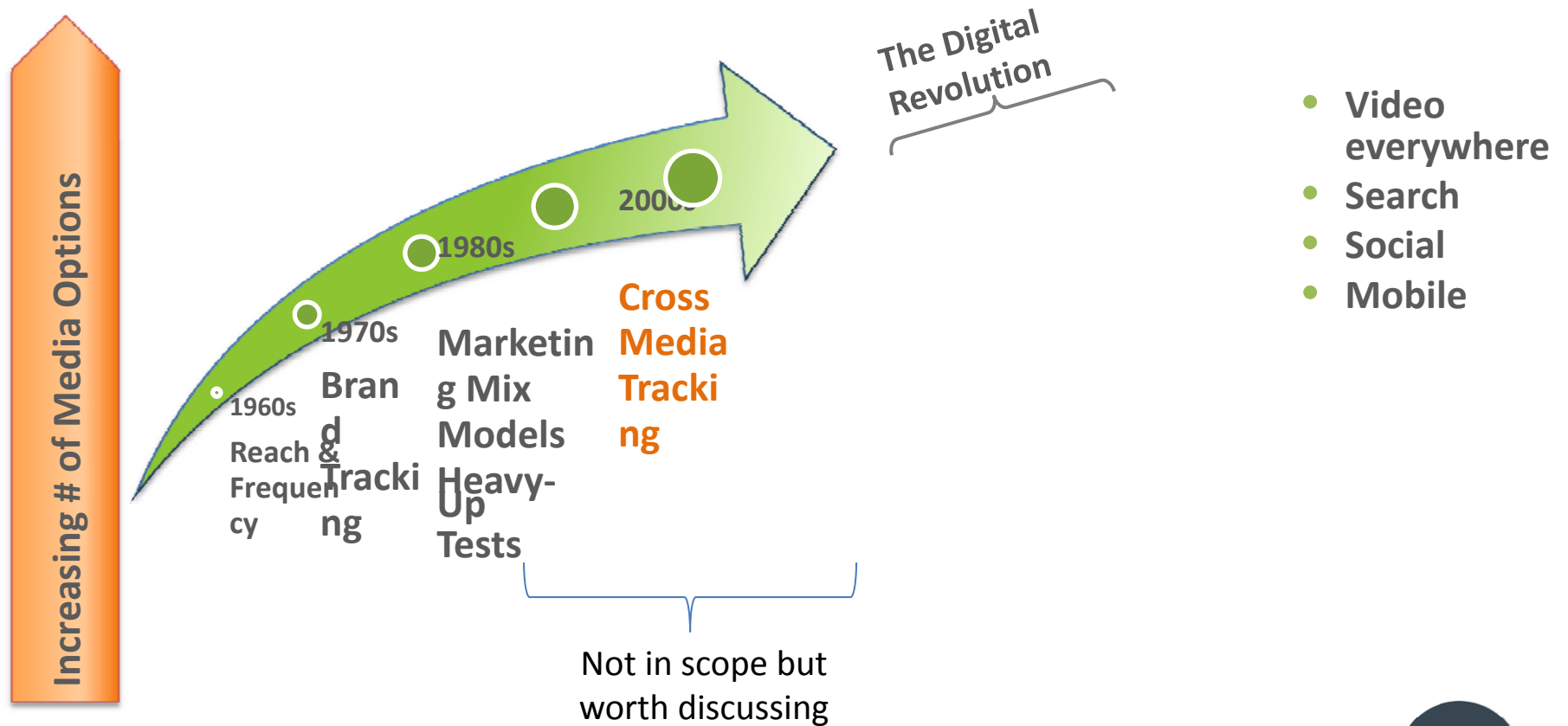


Section 3:

OVERVIEW OF CURRENT METHODOLOGIES

Evolution of Cross Platform Measurement

Cross Platform Advertising Effectiveness Measurement:
Becoming more important due to new media consumptions of the Digital Age



Brand Tracking

- Continuous Brand Tracking Studies:
 - Clients use them for ad recall, brand perceptions and purchase intent
 - May include questions about media habits and particular programs watched/websites visited
 - Challenges include granularity demanded by interactive and specific programming viewed
 - Inconsistency with OTS results

Marketing (and Media) Mix Modeling

- **Media Mix Modeling:**

- Commonly used technique, especially for CPG when sales data is available
- Lag time to results; timing often not aligned with planning cycles
- Focus on media in isolation, not interaction
- Digital most often analyzed in aggregate – no accounting for various modes of advertising
- Smaller tactics like social and mobile not readable

Media “Heavy Up Tests”

- Heavy Up Tests:

- Understand relative combination of various marketing tactics
- Challenges include:
 - Difficulty of finding exactly matched markets
 - Ensuring clean tests with digital media
 - Controlling for external factors
 - Cost to execute
- Interest in Internet era seems to be waning due to increased complexity of execution and preponderance of extraneous variables

Different Cross Media Advertising Effectiveness Methodologies Examined

OTS – which is the most broadly used – was the most closely examined

OTS

- Survey served to those exposed to digital ad
- Survey includes “opportunity to see” based on offline media
- Post campaign brand metrics – behavioral metrics based on panel

Lab Testing

- Experimental design with actual stimuli
- Ability to control exposure to cross media and advertising exposure
- Post campaign brand metrics

Syndicated Research

- Nielsen IAG – Panel of TV viewers answer questions about programming – forced exposure to online ad

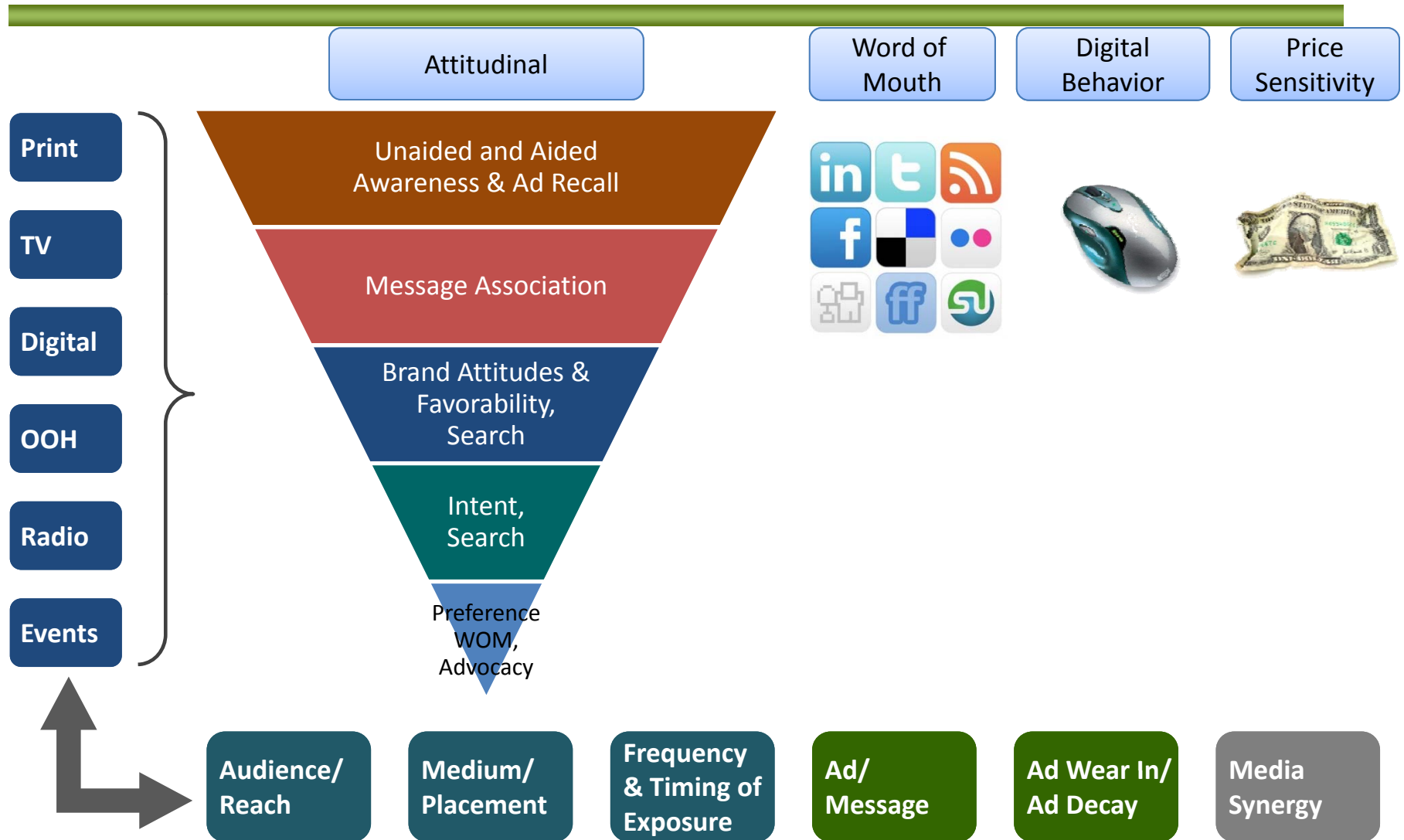


Section 3.1:

STRENGTHS, OPPORTUNITIES & CHALLENGES OF CURRENT METHODOLOGIES — OTS

Typical OTS measurement

Key performance indicators to measure, manage and continually improve the advertising equation



Typical OTS Output

Please indicate how strongly you agree or disagree with the following statements about X.

	TV-Only	TV+ Online	TV+Print	TV+ Online+Print
Lower CPP = More Cost Efficient				
Unaided Product Awareness	\$1.40	\$1.95	\$2.95	\$0.97
Total Product Communication Awareness	\$0.80	\$0.63	\$1.04	\$0.54
Sponsorship Association	\$0.75	\$0.45	\$0.72	\$0.46
Product Favorability	\$1.54	\$3.32	\$1.75	\$0.81
Product Purchase Intent	\$1.49	\$5.38	\$2.48	\$0.71
Has stylish design	\$1.76	\$1.38	\$15.30	\$1.09
Offers smart technology	\$2.08	\$2.11	\$3.06	\$6.93
Combines features...	\$1.49	\$2.33	\$1.98	\$1.19
Fits my lifestyle	\$4.57	--	\$5.26	\$0.98
Best sound quality	\$1.90	\$4.22	\$1.83	\$1.22

-- indicates metric change (+/-) was under 1 percentage point

OTS Challenges

I. Apples to Oranges

- Digital media and offline media OTS are captured in different ways within different time frames making it difficult to compare media on a level playing field.

II. Murky Experimentation

- Difficulty of getting clean control groups and exposed groups between different combination of media exposure cells.

III. Freaks and Geeks

- Respondents to site-based survey recruitment may not be representative of those exposed to OTS due to low response rates, survey length/complexity or other reasons.

IV. Dropouts

- Respondent fatigue due to length of survey causes incompletes and respondent bias (related to 3 – these may be “Freaks & Geeks”).

Measuring online advertising effectiveness presents a number of challenges

Brand Metric

Aided awareness

Ad recall

Message recall

Brand favorability

Purchase intent



Challenges

Ads & surveys in same window

Sample bias from long surveys

Low response rates = slow delivery

Unverifiable (or no) demographics

Cookie deletion / multiple users per machine

Supplied by The Nielsen Company



Potential Best Practices for

I. Apples to Oranges:

- **Challenge:** Different Data Gathering Techniques Based On Media
 - TV, Print, Radio based on OTS, Online passively tracked based on cookies
- **Potential Best Practice:** Design survey questions to best get at actual viewing of ads
 - Ask questions about “recognition of ads” vs. opportunity to see.
 - SymphonyAM shows creative executions in the survey from all media types to get closer to whether respondents actually saw the creative.
- **Challenge:** Varying Times from Exposure To Recruitment For Different Media
 - TV often on prior week viewing, online immediately post exposure
- **Potential Best Practice:** For Online, measure some time after exposure and ideally build response curves to look at impact over time
 - Marketing Evolution models the decay effect of time since exposure and factors into outcomes
 - MetrixLab sets up a time delay post online exposure and links to non-taggable media like search

Apples to Oranges: Biases for TV Ad Recall

The ONLY difference between exposed and control is the exposure to Internet Ads

Where do you recall seeing or hearing advertising for XXXXX?

Advertising Recall	Control (n=271)	Exposed (n=1,162)	Δ
TV	77%	82%	5%
Radio	9%	7%	-2%
Internet	9%	9%	Not Sig
Billboards	5%	5%	Not Sig
Newspaper	9%	7%	2%
Magazine	27%	29%	2%

Sample: Adults 18-49 | Sample Size n=1,433
Generated by Marketing Evolution on 28OCT2005

Where do you recall seeing or hearing advertising for XXXXX?

Advertising Recall	Control (n=228)	Exposed (n=1,609)	Δ
TV	39%	51%	12%
Radio	8%	5%	-3%
Internet	10%	10%	Not Sig
Billboards	3%	3%	Not Sig
Newspaper	3%	4%	Not Sig
Magazine	26%	27%	Not Sig

Sample: Adults 18-49 | Sample Size n=1,837
Generated by Marketing Evolution on 11NOV2005

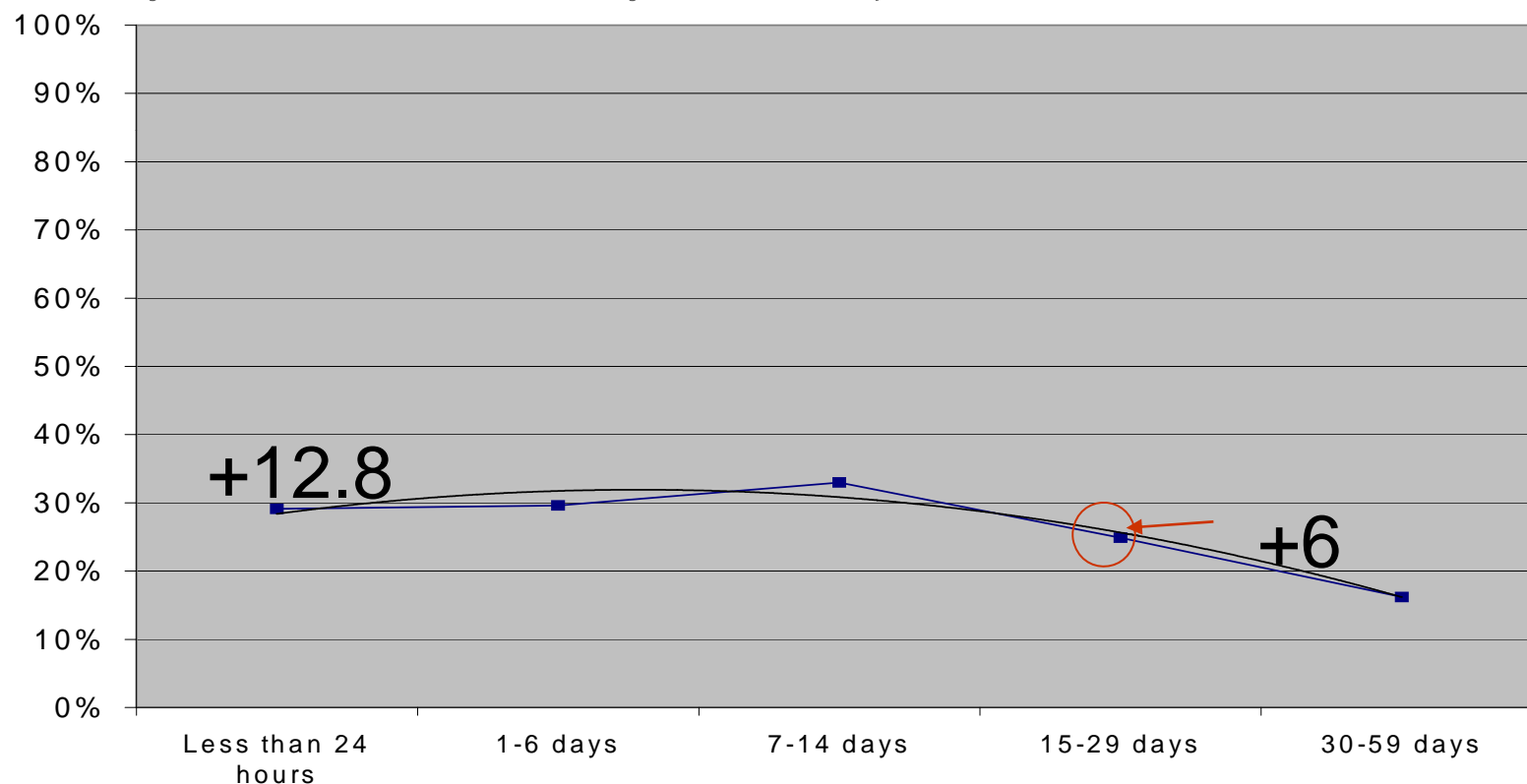
Supplied by Marketing Evolution



Apples to Oranges: Decay Effect

How likely are you to visit a showroom to shop for the following Half-Ton Full Size trucks within the next six months?

(“Definitely would visit” and “Probably would visit”)



Supplied by Marketing Evolution

Potential Best Practices for

II. Murky Experimentation

- **Challenge:** Control Group Development
 - Low incidence of survey response – as low as .01% from on-site recruitment
 - Difficulty of recruiting groups like younger males
 - Differences in behaviors of those who answer survey vs. those exposed to ads
 - Cost to media companies of providing control group impressions
 - Cookie deletion rates contaminate control groups
- **Potential Best Practice:** Beaconing/Use of “Flash” Cookies
 - Vendors pre-seeding panels with Flash cookies (lower incidence – approx 3% – of deletion due to difficulty of doing so – cannot be accomplished through a browser like other cookie-deletion techniques)
 - Ipsos/OTX, Insight Express and MetrixLab using the technique
- **Potential Best Practice:** Modeling for the Control Group
 - Bayesian modeling used by comScore
 - Models used to forecast recall, purchase intent
 - Apply to Cross Media Advertising Effectiveness Measurement given frequency curves for offline media based on OTS exposure?

How Big A Problem Is Cookie Deletion?

Companies see large cookie deletion rates – this impacts both control and exposed OTS

	Cookie Deletion*	Year	Method
Belden	43%	2004	Survey
Nielsen	44%	2005	Survey
Jupiter	39%	2005	Survey
comScore	31%	2006	Electronic U.S.
Forrester	50%	2008	Survey
comScore	24%	2009	Electronic Europe

* % of responders/users deleting cookies during past month

Supplied by comScore



Potential Best Practices for

III. “Freaks & Geeks”

- **Challenge:** Respondent Bias Results in Survey Not Representative of Actual Demographic Reach
 - Vendors report skew to female, older demos among survey respondents
- **Potential Best Practice:** Weighting
 - Results weighted based on knowledge of the demography of whom campaign actually reached
 - Usage should be stated up front
 - Vendors need to be transparent about practice; acknowledge when weighting could yield unreliable results (too much weighting = bad)
- **Potential Best Practice:** Hybrid of Digital Recruitment Post Exposure and Panel Recruitment
 - Recruit based on digital activity but supplement sample with people who were exposed to ads in other media
 - Practices by comScore, Insight Express and Knowledge Networks
 - Allows surveys at intervals post exposure and for supplementing sample with respondents from specific demo groups

The benefit of leveraging panel data with OTS

Challenge of Response Bias: Respondents skew older and more female than campaign viewers

Gender	Exposed to Campaign	Survey Respondents	Delta
Males	38%	21%	16%
Females	62%	79%	-16%
Age			
18-24	13%	2%	10%
25-34	26%	16%	10%
35-44	28%	27%	1%
45-54	19%	35%	-16%
55-64	9%	13%	-4%
65+	4%	6%	-2%

Supplied by comScore



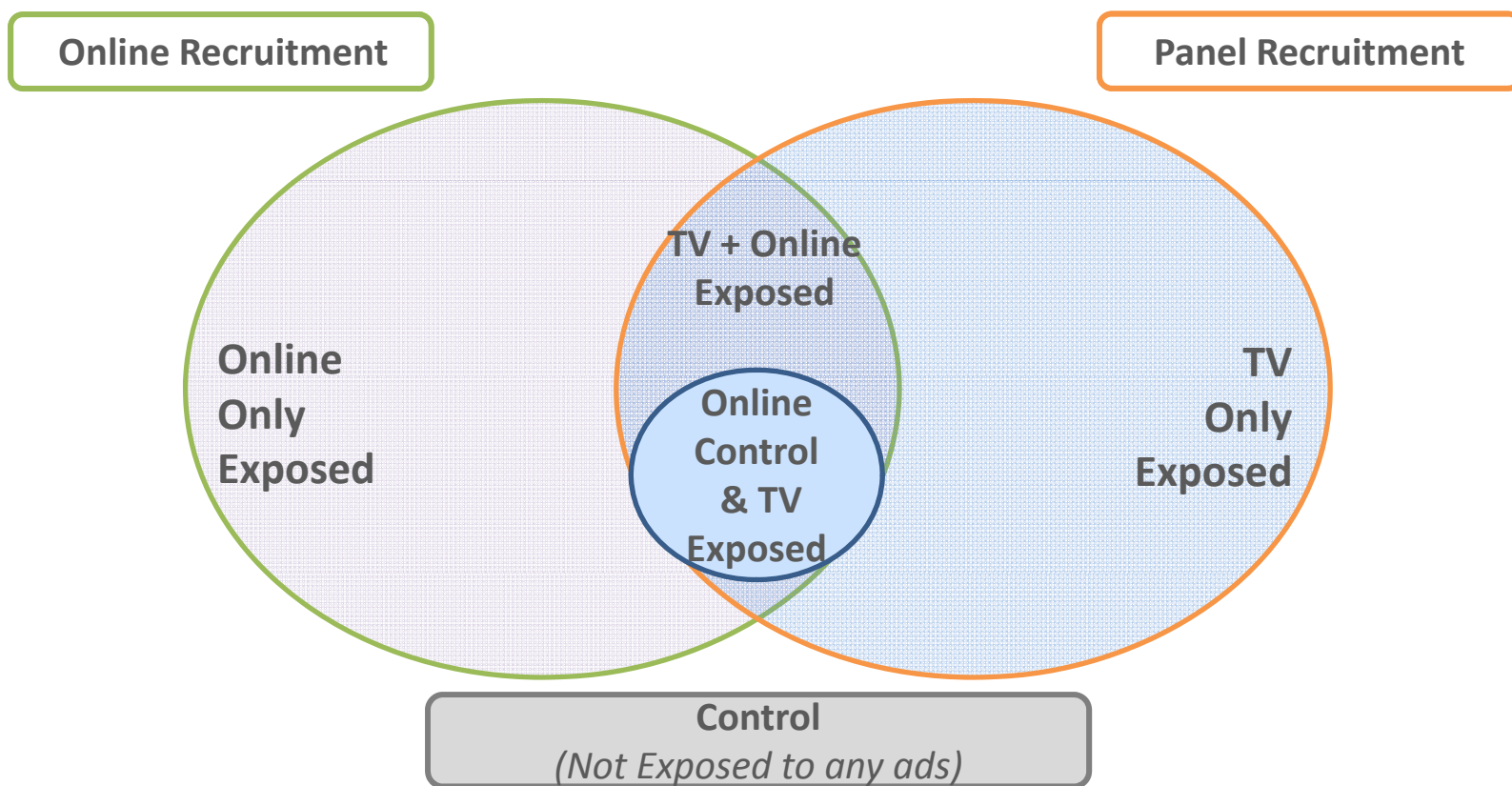
Survey response bias can create inaccurate results

Gender	Exposed to Campaign	Survey Respondents	Delta	Average Purchase Intent Lift
Males	38%	21%	16%	+0
Females	62%	79%	-16%	+2
Total without weighting to the actual campaign delivery				+2
Gender	Exposed to Campaign	Survey Respondents	Delta	Average Purchase Intent Lift
Males	38%	21%	16%	+0
Females	62%	79%	-16%	+2
Total with weighting to the actual campaign delivery				+1

Supplied by comScore



Hybrid Approach to Survey Recruitment



Supplied by InsightExpress

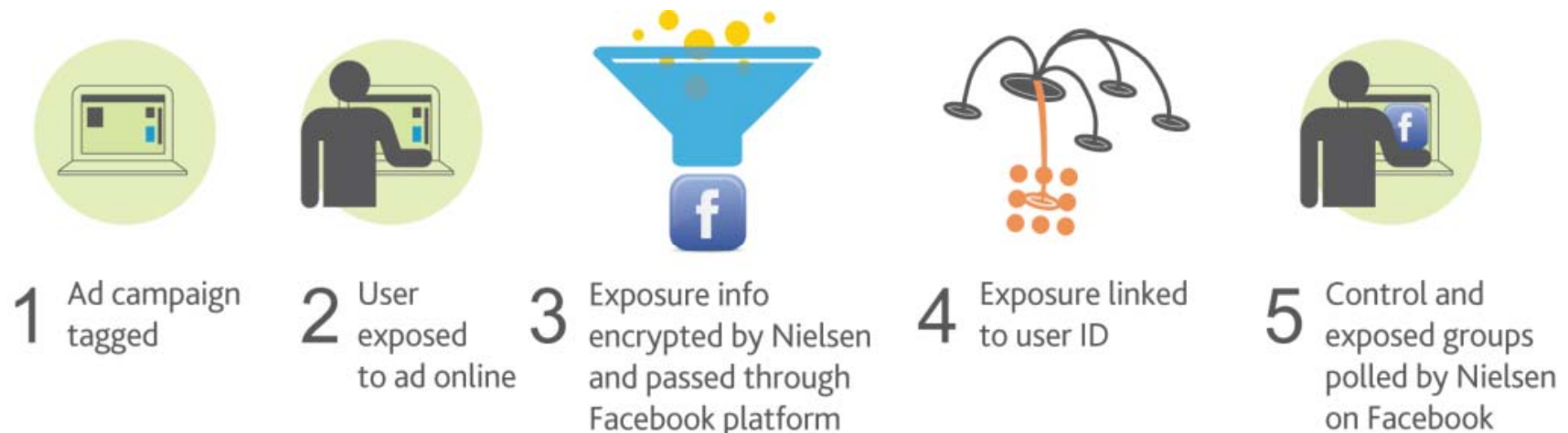


Potential Best Practices for “Freaks & Geeks” – Continued

- **Potential Best Practice:** Panels of Panels
 - Go beyond the mega panel to get at granularity of usage demanded by online through panel mash-ups
 - InsightExpress works with 4 panel sources to create a network of panels
 - Users with specific hard-to-recruit attributes are tagged with Flash cookies
 - Addresses scale issues inherent to cross platform measurement
- **Potential Best Practice:** New Respondent Sources Such as Facebook
 - Nielsen partnership provides huge base of users (600MM+ worldwide)
 - Ability to recruit control & exposed within one property
 - High response rates due to user engagement and simplicity of survey format
 - Passive collection of demographic and geographic data due to profile capture
 - Nielsen exploring ways to model TV exposure as a proxy for OTS
 - Potential for using modeling techniques married to passive online exposure for combined impact on online and TV

How Nielsen Brand Effect with Facebook Works

Currently limited to online but working on modeling for TV exposure



Supplied by The Nielsen Company

Nielsen Brand Effect uses simplified and strategic polling based on your needs

Four Single Poll Questions... (sample)



...and a Pair of Two-part Questions (sample)



Supplied by The Nielsen Company

Potential Best Practices for “Freaks & Geeks” – Continued

- **Challenge:** Respondent Bias – Online Samples Overly Representative of Heavy Internet and Light TV Viewers
 - US Internet penetration stalled at 78% and thus online panels not representative of entire US population
 - Heavy online users tend to be light TV viewers
- **Potential Best Practice:** Probability Based Panel Recruitment
 - Include stratified sample that includes light Internet users as well as heavy TV viewers
 - Knowledge Networks actively recruits non-Internet users into panel by supplying netbooks and Internet access
 - Improves reliability of sample among minority groups and C&D county households

Potential Best Practices for

IV. Dropouts

- **Challenge:** Long/Unengaging and Badly Phrased Surveys
 - Leads to non-response or poorly considered response
 - Survey fatigue endemic and survey design not helping
 - Consumers asked about recall of TV in vague ways that do not best get at actual exposure
- **Potential Best Practice:** Take a Closer Look at Survey Design
 - Create more fun and visually engaging surveys including game-like elements
 - Develop graphics including animations that capture attention, make a user want to complete
 - [examples](#)
- **Potential Best Practice:** Ask About Media Usage in a Way Respondents Can Give Accurate Answers
 - Consumers less likely to recall networks than specific programs or times they were watching



Section 3.2:

**STRENGTHS, OPPORTUNITIES &
CHALLENGES OF CURRENT
METHODOLOGIES – LAB TESTING**

Lab Testing Most Valued for Pure Experimental Design

- Lab defined as pure experimental design
 - Physical lab or focus group facility
 - Online lab environment
 - Mailed DVDs with programming embedded
- Ability to recruit groups not easy to reach through OTS
 - Young men
 - Hispanics
 - Kids
- Among those managing their own labs:
 - CBS, ABC/ESPN, MTV, IPG

“We worked with Ipsos/OTX on forced exposure to a TV clutter reel and TV + online exposure for [program x]. The benefit was guaranteed sample, forced exposure and the ability to find kids.”

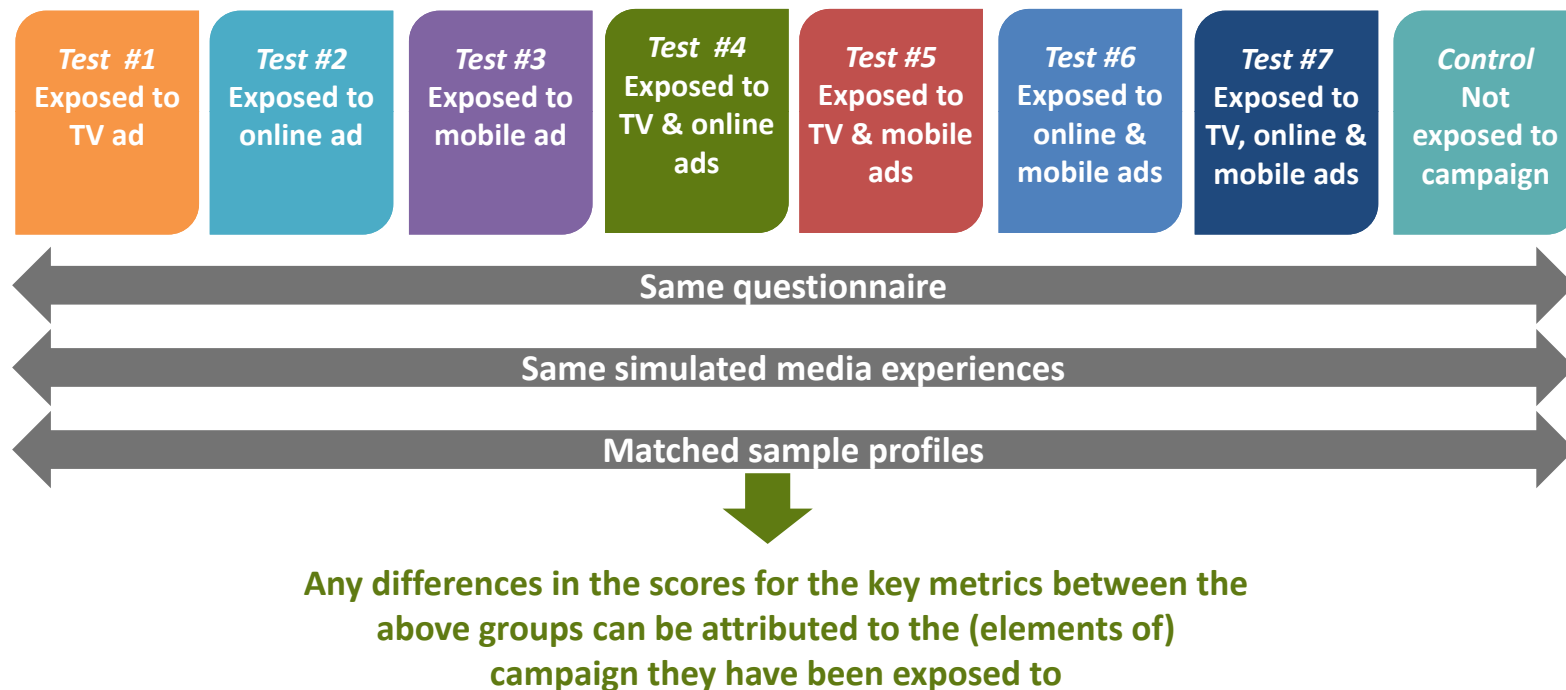
- Marketer

“We are looking to compare differences and you need to know the lift...you cannot control ‘what is lift over TV exposure’ using OTS.”

- Media Executive

Example of Ipsos/OTX Lab Testing Framework

Lab Testing: Demonstrating media effectiveness



Supplied by Ipsos OTX MediaCT



Lab Challenges

- Cost (physical lab only)
 - To maintain a dedicated lab facility that is not a direct revenue generator
 - (although no online inventory needed)
- Potential Bias:
 - Towards emerging and non-intrusive media: the shiny new toy factor
- Media Complexity Issues
 - Digital has complex targeting modes that are not able to be effectively captured
- Reality Factor
 - Is behavior in a lab representative of real life “ADD” media behavior?

Lab Potential Best Practices

- **Potential Best Practice:** Ensure You Have Time to Impact Campaign
 - Test beforehand and put the right combinations out there
 - But the reality is that most creative is not ready on time to test before campaign launches
- **Other Lab-Related Potential Best Practices:**
 - In-lab use of eye tracking to see how people process ads – done by ESPN currently
 - Less expensive, quasi-lab experiences: DVD of media send to participants who answer surveys online. Done by Ipsos/OTX it can help recruit broad geo footprint or hard-to-find audiences.
 - Forced online exposure: used also for TV programming as well as mobile apps. Respondent asked to go to a website to view content with ads imbedded and answer questions.



Section 3.3:

**STRENGTHS, OPPORTUNITIES &
CHALLENGES OF CURRENT
METHODOLOGIES – OTHER METHODOLOGIES**

Other Methodologies

- **Nielsen IAG: Testing Viewer Engagement Through Ads:**
 - Syndicated product that measures engagement with TV advertising and performance metrics like recall, brand linkage
 - Challenges include panel composition and limited metrics
 - Good for creative breakthrough
 - Limited currently to TV creative and passively measured online

Methodology: Data Collection



- Panelists log on to Reward TV...



SELECT SHOWS YOU WATCHED YESTERDAY			Search
Show Name	Aired	Network	
Cities of the Underworld	Mon, 8:00 pm ET	HISTORY	
Dance War: Bruno vs. Carrie...	Mon, 8:00 pm ET	ABC	
Designed to Sell	Mon, 8:00 pm ET	HGTV	
Ferrari Legends & Passi...	Mon, 8:00 pm ET	SPEED	
Friends	Mon, 8:00 pm ET	TBS	
Good Eats	Mon, 8:00 pm ET	FOOD	
Gossip Girl	Mon, 8:00 pm ET	CW	
How I Met Your Mother	Mon, 8:00 pm ET	CBS	
PLAYLIST - Currently Selected Shows			
Friends	Mon, 8:00 pm ET	TBS	

- select the shows that they watched the night before...



For 100 TV Points: What did Phoebe do when the professional singer started her set in Central Perk?

- A Pressed her face against the window
- B Sang loudly from out on the street
- C Encouraged the audience to boo
- D Held up a protest sign she made

- and respond to closed-ended questions about the program content...



For 100 TV Points: In a commercial during this show, who was shown in his place of business as an announcer said, "We got your application" and discussed why he was being given an exclusive credit card?

- A Music store owner who wanted to start his own record label
- B Physical trainer who had opened his own chain of gyms
- C Baker who planned on revolutionizing the muffin industry
- D Dog groomer who planned to expand into doggy daycare

- ...ads, and placements occurring within each show

Supplied by The Nielsen Company



Potential Best Practice: Connecting the Dots

- Given strengths and limitations of all approaches to Cross Platform Advertising Effectiveness Measurement, work on studies that integrate best solutions from different methodologies:
 - comScore and Nielsen innovating with new research methods and purchase data
 - Media mix firms like MMA and MSP offering OTS and integrating findings in their forecasts
 - Millward Brown/Dynamic Logic & Unilever comprehensive research program included pre-testing
 - Determined relative contribution of media
 - Deeper dive into digital by individual element

How Millward Brown/Dynamic Logic & Unilever Connected the Dots

Evaluating the Success of the Launch

Research Program

- Upfront creative evaluations before launch
- Ongoing tracking to ensure we understood consumer perceptions before, during and after launch
- Cross media research to understand the unique and synergistic effects of the media
- Digital deep dive to see which sites and creatives were working

Analytic Techniques

- Matched cell comparisons of like consumers exposed to the campaign
- Logic regressions to identify marginal contributions and diminishing returns with increased frequency
- Structural equation models to estimate direct and indirect effects of the campaign, and drive scenario testing

Supplied by Millward Brown/Dynamic Logic

Marketing Mix Modeling Firms Are Incorporating Cross Platform Findings Into ROI

Looking to gain deep-dive tactical insight into the performance of your digital marketing programs while comparing on an apple-to-apples basis with your other media investments?

MMA's m360 is a new analytics solution that combines your traditional media (TV, print, radio) and digital media (such as display, search, mobile and rich media) activities into a single analysis, giving you common ROI metrics, and making it easier for you to determine which mix is the most effective for your goals and budget.



Marketing Management Analytics
<http://www.mma.com/m360.html>



Potential Best Practice: Go Beyond Single Vendor with Right Expectations Coordination/Analytics

- Orchestrate research vendors in advance:
 - Set expectations and framework
 - Determine how to calibrate, integrate and interpret
- Have a plan of integrating and translating research:
 - Too many studies are poorly analyzed and sit in a file and are never connected to results of other research
 - If your vendor is not providing actionable analysis, firms like 3DAccountability provide interpretive services



Section 4:

FUTURE OPPORTUNITIES FOR CIMM– IN CROSS PLATFORM ADVERTISING EFFECTIVENESS MEASUREMENT

General Takeaways

- No desire to anoint one solution or vendor as standard for Cross Platform Advertising Effectiveness
- Vendors are increasing capabilities including merging own data with new data sets
- Marketers want to move beyond current methodologies towards more single source

BUT

- They do not believe there will be one single source but various panel matching techniques to meet needs of various categories of advertisers
- As new solutions are developed, they want better solutions NOW that yield new insights

Five Broad Areas of Opportunity

- I. Support & Test Data Mash-Up Methodologies
- II. Improve Current Methodologies
- III. Validate/Establish Methodological Best Practices
- IV. Tackle Missing Data Issues
- V. Foster Shared Learning and Best Practices

I. Support & Test Data Mash-Up Methodologies

1. Opportunity: As a Proxy for Single Source, Support & Test Data Mash-up Methodologies

- Move towards end goal of single source but...
- Identify potential partners with mashable data sets and jumpstart activity through CIMM member tests
- Focus on best practices for key categories for CIMM members: CPG, tech/telco, retail, pharma, auto
- Potential Partners for Exploration:
 - Nielsen, comScore, TRA, Kantar Arbitron
 - IRI, DunnHumby, Polk, IMS Pharm, Homescan, Catalina, Kantar Retail, Cannondale

II. Improve Current Methodologies

2. Opportunity: Simplify & Improve Survey Design

- Validate which questions are most predictive of OTS
 - Is recognition of ads a better metric than media exposure?
- What branding metrics are most closely aligned with different KPIs
- Develop more engaging ways to ask respondents about media habits than long surveys
 - Test new survey instruments using a single panel; determine drop off, time to completion

II. Improve Current Methodologies (cont.)

3. Opportunity: Develop Confidence in the Use of Modeling

- Can Bayesian modeling techniques work for cross media?
- CIMM can conduct experiments comparing traditional control group development for on and offline media using this approach compared to standard OTS approach

II. Improve Current Methodologies (cont.)

4. Opportunity: Model OTS Instead of Asking Overt Questions via Survey

- Similar to what Nielsen is testing along with Wharton & Stanford to develop probability curves for offline media exposure
- CIMM can help measure changes in brand attitudes and intentions due to individual and combined media exposure based on probability curves

II. Improve Current Methodologies (cont.)

5. Opportunity: Use Mobile Technology for OTS Data Capture

- Get beyond recall to in-the-moment activity including retail
- Take advantage of consumer eagerness and receptivity to the device in terms of willingness to engage with research on mobile

Knowledge Networks Sees Mobile As New Opportunity For In-Market Data Capture

Mobile CAPI



Interviews at the point
of experience

Mobile Diary



Mobile Diaries and
Digital
Ethnographies

Mobile Panel



Self complete on
individuals own
devices

III. Validate, Establish Methodological Best Practices

6. Opportunity: Compare Lab Studies to OTS

- Compare results of Lab studies in market to OTS
- Not a bake-off but develop understandings of consistent biases in either that can be accounted for
- Develop guidelines to determine which mode is more appropriate depending on type of campaign

III. Validate, Establish Methodological Best Practices (cont.)

7. Opportunity: Compare Recruitment Methodologies

- Determine biases in terms of response rates and demographics
- Assess tradeoffs like cost, ad inventory required, level of representation of sample using panel or hybrid approach
- Determine difference in control group between standard recruitment via browser-based cookies and Flash cookies

IV. Tackle Missing Data Issues

8. Opportunity: Use CIMM Collective Influence to Get at Key Mobile Data

- Apple data on PC and mobile devices currently not available
- Leaves critical gap in understanding mobile and early adopter behavior
- CIMM can potentially leverage member power to get them to open up to 3rd party measurement
- Work with Google for similar data for mobile phones, tablets and connected TVs

V. Foster Shared Learning and Best Practices

9. **Opportunity:** Cross Platform Advertising Measurement State of the Art Roadshow/Webinar Series

- Vendor documentation voluminous, not always clear what/how research is conducted
- New developments in market with little awareness
- Inconsistency in measurement outcomes:
 - Is it ROI, ROMO, ROMI, ROO, CPBE?
- Branding issues with vendors
 - They have names for every tool that add to the confusion
 - What exactly do they all do?
 - What partnerships have they established?
- CIMM sponsors industry-wide education initiative that could include roadshow or webinar delivery

V. Foster Shared Learning and Best Practices (cont.)

10. Opportunity: Develop Best Practices Integrating Cross Platform Advertising Effectiveness Measurement

- CIMM to develop roadmap to help marketers and agencies understand how to develop holistic plan that incorporate:
 - Brand Tracking
 - Marketing Mix Modeling
 - Single Media Brand Impact
 - OTS
 - Lab based studies
- Would include:
 - Upfront planning in understanding role of each study
 - How to effectively work with multiple vendors
 - Best practices for results triangulation

Conclusions

- Challenges persist but opportunities abound:
 - Innovation in the space has increased among all vendors
 - Improve what we have now AND...
 - Test pioneering techniques including data mash-ups
- The media world is getting more complex and Cross Media Ad Effectiveness Measurement is more important than ever.

“This has to be a decade of "test and learn.”

- Agency Executive

Brainstorm

Please rate each opportunity listed below by the following categories: Most Important Opportunity, Important and Achievable, Important But Not Achievable, or Not Critical

Opportunity

1. As a Proxy for Single Source, Support & Test Data Mash-up Methodologies
2. Simplify & Improve Survey Design
3. Develop Confidence in the Use of Modeling
4. Model OTS Instead of Asking Overt Questions via Survey
5. Use Mobile Technology for OTS Data Capture
6. Compare Lab Studies to OTS
7. Compare Recruitment Methodologies
8. Use CIMM Collective Bargaining Power to Get at Key Mobile Data
9. Cross Platform Advertising Measurement State of the Art Roadshow/Webinar Series
10. Develop Best Practices Integrating Cross Platform Advertising Effectiveness Measurement