Measuring Mobile Ad Effectiveness

Konstanze Fichtner
Gülsen Göreci

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Why do we want to measure mobile?

Mobile Ad Effectiveness

Full evaluation of Crossmedia Campaigns
Marketing today: Multi-channel, interactive and target group specific. Every channel has to prove its contribution to overall campaign success

silo communication

one-way

10 years ago

Today

crossmedia communication

integrated
How do we define Ad Effectiveness? Emotional and Behavioral Return on Investment

Return on Investment

- **Emotional**
  - (e.g. Brand Building, Brand Relationships)

- **Behavioral**
  - (e.g. Purchase, Website Visits)

Crossmedia Campaign

Efficient Optimization
Return on Investment of crossmedia campaigns – we show how the different channels contribute to this

**Emotional Activation**

- **Uplift Brand Image**
  - +11% ( measurable )
  - +8% ( measurable )
  - +3% ( measurable )
  - +5% ( measurable )

- **Uplift compared to no contact**

**Behavioral Activation**

- **Short-term Sales Uplift**
  - +8% ( measurable )
  - +3% ( measurable )
  - +4% ( measurable )
  - +6% ( measurable )

- **Uplift compared to no contact**

Digital formats require passive contact measurement

How can channel impact be measured?
How to measure Return on Investment?
We need to measure ad contact first

Two possible ways...

Survey

Technical measurement
Technical measurement preferred: different approaches per channel

TV
- Audio Sound Matching
- Opportunity to see
  - technical
  - indirect, stated

Online
- Cookie measurement
  - technical

Facebook
- Cookie measurement
  - technical

Print
- Opportunity to see
  - indirect, stated

Mobile
- Ad Id
  - technical
Why is in-app measurement more difficult than browser-measurement?

A simple cookie won‘t do…
Measuring mobile Ad Contact…why cookie measurement doesn’t work

…Multi-delivery environments (almost like different devices)

In-browser

Two different situations

In-app

Cookies applicable

Cookies not applicable
The solution for in-app ads: the unique ID allows us to identify advertising exposure.

**Why the AdID is helpful…**

- Currently only way to identify mobile ad contact
- Unique
- Can be deactivated
- Data protection conform

Yet, usage is still limited

- Access depending on data protection agreement of the App provider
- Access may be limited
- Cooperation of app provider required
Matching AdIDs: how it works…

In-browser

Exposure is identified through a cookie and tag approach

Matched to respondent cookie

Exposure is identified through advertising IDs

Matched to respondent advertising ID

Cross reference to unify exposure for the individual

Combine ad exposure with surveyed / measured brand KPI’s / sales impact

In-app

Matching AdIDs: how it works…
Access to AdID is not allowed by every app…

„Killer-Apps“ dominate usage: WhatsApp, Facebook und YouTube Top 3 Smartphone Apps in Germany

How people use their smartphones…

<table>
<thead>
<tr>
<th></th>
<th>14+</th>
<th>14-29</th>
</tr>
</thead>
<tbody>
<tr>
<td>WhatsApp</td>
<td>81%</td>
<td>96%</td>
</tr>
<tr>
<td>Facebook</td>
<td>63%</td>
<td>76%</td>
</tr>
<tr>
<td>YouTube</td>
<td>52%</td>
<td>68%</td>
</tr>
</tbody>
</table>

Source: GfK Crossmedia Link Germany (typical month in 2014); Base: Multi-Screener 14+ // 14-29y (persons using desktop and smartphone)
The Facebook Datalink: Linkage of campaign contacts with GfK purchase data

Data protection first: we use a clean room to match the AdID

Facebook in-app ad contacts

GfK Crossmedia Link Panel

FB sends anonymous campaign contacts

GfK only receives information on its panelists

Connecting FB ad data and GfK Crossmedia Link in secured surrounding

Match of campaign contacts

GfK sends anonymous FBIDs of its panelists
Creation rules: all channels show a big impact range – Actual impact depends on the underlying creation!

**Median short-term Sales Uplift**

**Max. Uplift:**
- Online Display: 113%
- Online Video: 142%
- Desktop: 54%
- Mobile: 42%

**Min. Uplift:**
- Online Display: 20%
- Online Video: 35%
- Desktop: 25%
- Mobile: 24%

**FMCG**

Cookie measurement
AdID Clean room matching

But we are not fully there yet. Mobile Ad Effectiveness measurement in progress…

What already works….

- Impact on short term Sales Uplift
- In-browser measurement
- Apps: Facebook
- Cooperating provider Apps

Work in progress….

- Impact on Emotional Activation
- Implementation for studies in access panels
- Cooperation of app providers is key to feasibility
How about mobile? We want to be future proof.

Mobile advertisement is the future
Smartphones are the most important device to go 'online' while 'online' means using apps (94% of usage time)

Source: GfK Crossmedia Link Germany (November 2015).
Base: Multi-Screener 14+ (persons using desktop and smartphone) Desktop / fixed line: @home
Mobile Ad Spending do not reflect high mobile internet usage yet – Black Box: Mobile Ad Effectiveness

Spending Online Display total
€ 1,581,000,000

Spending Mobile: 8%

OVK / Mac Mobile Report 04/2015 – Nettovolumen Deutschland exkl. SEM
Globally, mobile advertising is growing fast and is expected to outpace TV and Print in 2018

Share global Ad Spending in %

Source: ZenithOptimedia

We keep on going mobile…

Thank you!
Your point of contacts

Konstanze Fichtner
Director Communications & Digital
+49 911 395 3387
konstanze.fichtner@gfk.com

Gülsen Göreci
Senior Consultant Communications & Digital
+49 40 696 669 312
Guelsen.Goereci@gfk.com
Fragen?
LET`S MEET & TALK.

Konstanze Fichtner, Director Communications & Digital
Gülser Göreci, Senior Consultant Communications & Digital