



## **IAB Europe publishes Blueprint on Online Audience Measurement and Ad Effectiveness Metrics and KPIs and initiates Forum for Measurement Organisations**

Brussels, 23 April 2015 - The Interactive Advertising Bureau Europe (IAB Europe) has published a blueprint to outline goals and recommended actions for online audience measurement and ad effectiveness metrics and KPIs, which aims to drive further brand advertising investment into digital channels by increasing advertiser confidence and to improve best practice across Europe. At the same time the Measurement Organisations Forum (MOF) is being launched which will enable companies involved in the measurement of online and TV audiences to study and build on the blueprint, whilst collaborating and sharing best practice in a non-commercial environment in order to move digital measurement forward. These companies include Joint Industry Committees<sup>1</sup> and measurement organisations across Europe.

The blueprint forms part of the Metrics & KPIs pillar of IAB Europe's Brand Advertising Framework<sup>2</sup> and provides recommendations for deliverable metrics and measuring online audience and ad effectiveness metrics. The key objectives of the blueprint are:

- To guide the development of audience measurement across the increasing number of digital platforms
- To promote compatible and standardised sets of metrics applicable to all major media channels
- To encourage closer cooperation between separate audience and brand KPI measurement initiatives in individual markets to provide a more holistic, media neutral data set for advertisers, planning and buying agencies, and media owners and vendors of advertising inventory

The blueprint has been produced by IAB Europe's Brand Advertising Committee and is based on:

- key findings from the IAB Europe Metrics and KPIs survey<sup>3</sup>
- outreach to Joint Industry Committees<sup>3</sup> and measurement organisations<sup>4</sup> across Europe

- best practice from around the globe
- feedback from the IAB Europe network

The IAB Europe Metrics and KPIs survey, undertaken in 2014, showed that better audience and effectiveness metrics will play a crucial part in establishing confidence in online media and demonstrating its efficacy for brand-building. Industry stakeholders stated their priorities for attracting more brand advertising investment online as:

- Gaining a better understanding of how online channels can work for brand advertising campaigns, both in combination with other media and alone
- Having the option to integrate data from online audience surveys with other media surveys to provide cross media evaluation
- Establishing an industry-wide accepted online measurement currency for campaign planning and trading
- Identifying an agreed core set of effectiveness KPIs such as brand awareness or purchase intent

**Karim Attia**, Chairman, IAB Europe Brand Advertising Committee and CEO, nugg.ad comments, *“This measurement blueprint is an important step in encouraging best practice in the measurement of online audiences and campaigns and developing metrics that brand marketers want”*.

**Uwe Scheid**, Department Manager Research & Innovation, AGOF Services GmbH (Germany), said *“A neutral platform such as the IAB Europe Measurement Organisations Forum is vital for effective industry cooperation to advance the measurement of digital media in Europe”*

**Bas de Vos**, Director, Stichting KijkOnderzoek (The Netherlands), added *“IAB Europe’s research and recommendations reinforce the need for a core set of metrics coming from independently measured data. The measurement industry needs to work together to enable marketers to better plan, execute, and evaluate longer-term brand building campaigns.”*

**Andrzej Garapich**, CEO & President, Polskie Badanie Internetu (Poland), added *“This initiative aims to help measurement organisations learn from each other to be better equipped for both local market challenges and for developing common recommendations for the benefit of all stakeholders.”*

The blueprint can be downloaded [here](#)

## **ENDS**

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### **About IAB Europe**

IAB Europe is the voice of digital business and the leading European-level industry association for the digital advertising ecosystem. Its mission is to promote the development of this highly innovative sector by shaping the regulatory environment, investing in research and education, and developing and facilitating the uptake of business standards. Together with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations.

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### **Notes to editors:**

#### **<sup>1</sup> Joint Industry Committee**

A Joint Industry Committee (JIC) represents all key stakeholders within the advertising industry (advertisers, agencies, media owners).

#### **<sup>2</sup> The IAB Europe Brand Advertising Framework**

IAB Europe's Brand Advertising Committee aims to provide Brand Advertisers with a reliable and trusted Brand Advertising Framework for the converging digital and traditional media environment. The Framework is composed of a set of initiatives designed to be compatible with global programmes and there are three areas of focus – ad formats, Metrics and KPIs and audience segments and quality.

#### **<sup>3</sup> IAB Europe Metrics and KPIs survey**

IAB Europe conducted the Metrics and KPIs survey in order to learn about measurements that would help drive more long-term brand advertising investment into digital media, and are compatible with other initiatives around the globe. It gathered the opinion of over 720 industry stakeholders including brand advertisers, agencies and publishers.

#### **<sup>4</sup> Measurement Organisations included in IAB Europe outreach**

Digital Measurement Organisations:

OWA (Austria), CIM (Belgium), SPIR (Czech Republic), Danske Medier (Denmark), Media Metrics (Finland), Mediametrie (France), AGOF (Germany), DKT (Hungary), Audiweb (Italy), Vinex (The Netherlands), Mediebedriftene (Norway), PBI (Poland), BRAT (Romania), IAB Slovakia (Slovakia), IAB Slovenia (Slovenia), AIMS (Spain), IAB Sweden (Sweden), Net Metrics (Switzerland), IAB Turkey (Turkey), UKOM (UK)

TV Measurement Organisations:

AGTT (Austria), ATO (Czech Republic), TV Meter Group (Denmark), Finnpanel (Finland), AGF (Germany), Mediametrie (France), AGB Nielsen Media Research (Greece and Hungary), Auditel (Italy), SKO (The Netherlands), AGB Nielsen Polska (Poland), ARMA (Romania), TNS Gallup Media (Russia), PMT (Slovakia), AIMC (Spain), MMS (Sweden), Mediapulse (Switzerland), BARB (UK)