Brand advertisers cite consumer insight and viewable advertising as key to unlocking digital investment

IAB Europe Metrics and KPIs Bulletin
October 2014

Brand advertisers seek consumer insight and viewable advertising

Brand advertisers cite lifestyle, media consumption behaviours and knowing the consumer's position in the purchase decision process as important to ensure that they deliver relevant advertising at the right time to the consumer.

KPIs that ensure consumer connections such as likelihood to recommend and fans/followers are important as well as traditional KPIs such as purchase intent and advertising recall

Brand advertisers list various factors to be important in the area of contact quality, namely viewable impressions, time spent and a brand-safe environment.

Content

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Attracting more brand advertising to digital channels

For brands to ensure they are delivering relevant advertising in a digital environment they need to know more about the consumer's lifestyle and media behaviours

Consumer insight is key to attracting more brand advertising investment into digital

Thinking specifically about online audience surveys…

77% of brand advertisers think **more data about what the consumer is doing online** would help attract more brand advertising into digital channels (69% of agencies; 59% of publishers)

73% would like to see the provision of more **consumer lifestyle, attitudinal and behavioural information** (69% of agencies and publishers)

Base: Brand advertisers – 63, Agencies – 189, Publishers – 138
% ranking 3 or 4 where 1 is would not help and 4 is would definitely help

Brand advertisers want to know the consumer's position in the purchase decision process

Looking at relevance of advertising in terms of delivering brand advertising in context...

81% of brand advertisers think knowing the consumer's position in the purchase decision process is important (agencies: 86%; publishers: 76%)

75% feel that more information about the importance of websites visited to the consumer's work, personal life and purchase decisions is important
(agencies: 78%; publishers: 66%)

Base: Brand advertisers – 63, Agencies – 189, Publishers – 138
% ranking 3 or 4 where 1 is would not help and 4 is would definitely help

Consumer multi-tasking activities also particularly important to brand advertisers

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Looking at receptivity to advertising in terms of delivering brand advertising in context...

79% of brand advertisers think the consumer's **multi-tasking** activities are important (agencies: 73%, publishers: 63%)

87% of brand advertisers feel that the consumer's **level of attention** is important (agencies: 84%; publishers: 88%)

59% say the consumer's **mood** is important (agencies: 60%; publishers: 53%)

Base: Brand advertisers – 63, Agencies – 189, Publishers – 138
% ranking 3 or 4 where 1 is would not help and 4 is would definitely help

The importance of cross media evaluation

The integration of online surveys with other media currencies is a priority to facilitate planning and trading across media channels

Brand advertisers want to be able to undertake cross media evaluation

86% of brand advertisers **think integrating data from online audience surveys with other media to provide cross media evaluation** would help attract more brand advertising investment to digital channels (83% of agencies; 74% of publishers)

Base: Brand advertisers – 63, Agencies – 189, Publishers – 138
% ranking 3 or 4 where 1 is would not help and 4 is would definitely help

Brand advertisers want online survey definitions/demographics to be compatible with local currencies

Survey data integration and compatibility very important to brand advertisers

84% of brand advertisers feel that the online survey universe definitions and demographic segments being compatible with other **local** currencies would help (agencies: 76%; publishers: 81%)

65% say the online survey universe definitions and demographic segments being compatible with **European** surveys would help (agencies and publishers: 63%)

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% ranking 3 or 4 where 1 is would not help and 4 is would definitely help

The compatibility of online studies with TV is more important than with other media

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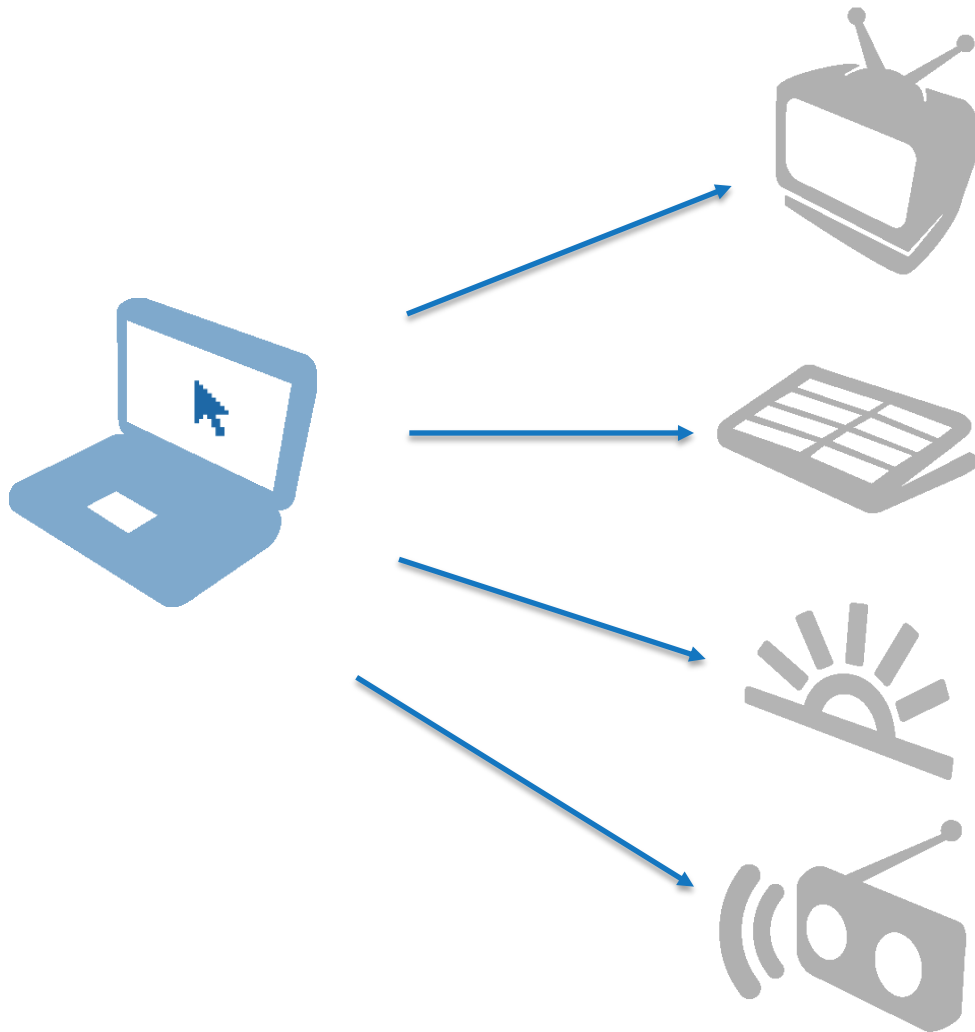
97% of brand advertisers think it's important for online studies to become more compatible with TV (agencies: 94%, publishers: 95%)

58% with print (agencies: 59%, publishers: 59%)

58% with outdoor (agencies: 54%, publishers: 37%)

58% with radio (agencies: 49%, publishers: 40%)

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Ensuring digital return on investment via brand advertising KPIs

Brand advertisers want to see an agreed set of KPIs to measure brand campaigns

KPIs that ensure consumer connections and traditional branding KPIs are both important

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89% of brand advertisers would like to see **purchase intent** as a KPI (agencies: 88%, publishers: 84%)

87% advertising recall (agencies: 81%, publishers: 82%)

87% likelihood to recommend (agencies: 82%, publishers: 79%)

88% individual reaction with content of ads (agencies: 85%, publishers: 72%)

87% brand awareness (agencies: 91%, publishers: 95%)

67% becoming a fan or follower (agencies: 60%, publishers: 50%)

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The importance of contact quality

Brand advertisers list various factors in the area of contact quality to be important

Thinking specifically about online audience surveys…

Viewable impressions are valued much more by brand advertisers than agencies and publishers

84% of brand advertisers think **a move towards measuring viewable rather than served impressions** would help attract more brand advertising investment to digital channels
(79% of agencies; 65% of publishers)

Base: Brand advertisers – 63, Agencies – 189, Publishers – 138
% ranking 3 or 4 where 1 is would not help and 4 is would definitely help

What constitutes contact, exposure, impression?

In the area of contact quality time spent and a brand-safe environment are important to advertisers

73% of brand advertisers cite measuring the average time spent on a web page as important in defining what constitutes contact/exposure/impression (69% of agencies; 63% of publishers)

64% cite measurement of the 'brand safe environment (66% of agencies; 68% of publishers)

Base: Brand advertisers – 63, Agencies – 189, Publishers – 138
% ranking 3 or 4 where 1 is would not help and 4 is would definitely help

Frequency of reporting

Frequent updates on key audience data is crucial to brand advertisers to adjust and optimise their campaigns

Brand advertisers want frequent updates to be able to adjust and optimise their campaigns

37% of brand advertisers think impressions and reach data for key audiences should be updated **DAILY** (35% of agencies and publishers)

29% WEEKLY (36% of agencies; 29% of publishers)

29% MONTHLY (23% of agencies; 29% of publishers)

5% QUARTERLY (5% of agencies; 2% of publishers)

Base: Brand advertisers – 63, Agencies – 189, Publishers – 138

Key conclusions

Consumer information key to brand advertisers

- Brand advertisers are seeking more information about the consumers – including lifestyle, media consumption behaviours and knowing the consumer's position in the purchase decision process as important to ensure that they deliver relevant advertising at the right time to the consumer.

- To facilitate planning and trading across media channels, brand advertisers want to see data from online audience surveys integrated with other media surveys, with TV integration being more important than other media

- Brand advertisers want to see an agreed set of key performance indicators to measure their return on digital investment

They also value close connections with the consumer

- KPIs that ensure consumer connections such as likelihood to recommend and fans/followers are important as well as traditional KPIs such as brand awareness, advertising recall and purchase intent

- To drive digital investment brand advertisers list various factors in the area of contact quality to be important, namely viewable impressions, time spent and a brand-safe environment

- Brand advertisers want frequent updates on their key audience to be able to adjust and optimise their campaigns, information about the consumer is key to brands

About the IAB Europe Metrics and KPIs Survey

About the IAB Europe Metrics and KPIs Survey

The IAB Europe Metrics and KPIs survey was a Europe-wide online survey of over 700 major stakeholders undertaken throughout March and April 2014. The survey was conducted to understand the measurement priorities of the European digital business community of Publishers, Agencies, Brand Advertisers, Ad Networks and Measurement/ Data Suppliers

The online survey gathered the opinion on a range of measurements including Contact Quality, Audience metrics, Metrics by platform, Cross media evaluation, Qualitative measures, User engagement and Effectiveness measures/ROI

About IAB Europe's Brand Advertising Initiative

About IAB Europe's Brand Advertising Initiative

- The **mission** of IAB Europe's Brand Advertising Committee is to **drive brand investment into digital** by providing Brand Advertisers with a reliable and trusted **Brand Advertising Framework** for the **converging digital and traditional media environment**.

- This Framework is a set of initiatives which includes the establishment of **recommendations** for **Ad Formats**, **Metrics and KPIs** across Europe and which are compatible with other initiatives around the globe. The Brand Advertising Committee is a multi-stakeholder group with global, regional and local input.

- The **Metrics and KPIs stream** aims to establish what measurements would help drive more long-term brand advertising investment in digital media by better understanding the **needs and thoughts of all key stakeholders in the European industry**. A **measurement blueprint** for the rich and varied European digital ecosystem will be published.

- IAB Europe has already released a **statement** on **Brand Advertising Metrics including Viewable Impressions** and has **identified the top priorities for digital measurement** and the next step is to publish a **Blueprint** on Measurement of Online Audience and Ad Effectiveness Metrics and KPIs in early 2015 further to a Joint Industry Committee[3] outreach programme to discuss the research findings and move the needle on online metrics across Europe. The IAB Europe Viewable Impressions Task Force will be publishing a White Paper and holding a Webinar on this topic in November 2014.

- IAB Europe's Brand Advertising Committee has also defined a **suite of six recommended brand advertising formats** – '**Brand Builders**' - which offers a new branding environment to advertisers and next steps on formats will focus on mobile in-page advertising formats and in-stream formats.

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