



CONTENT

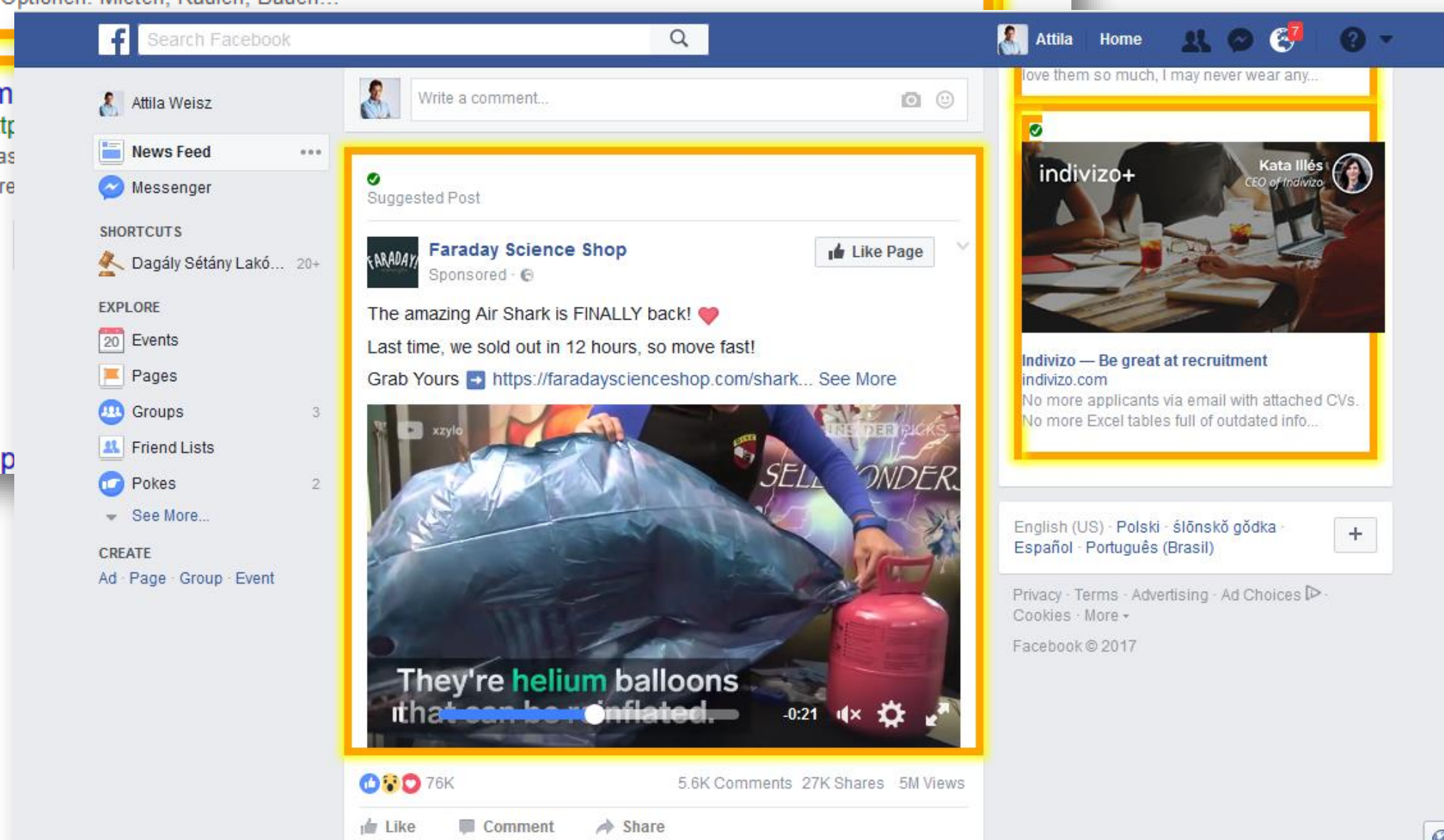
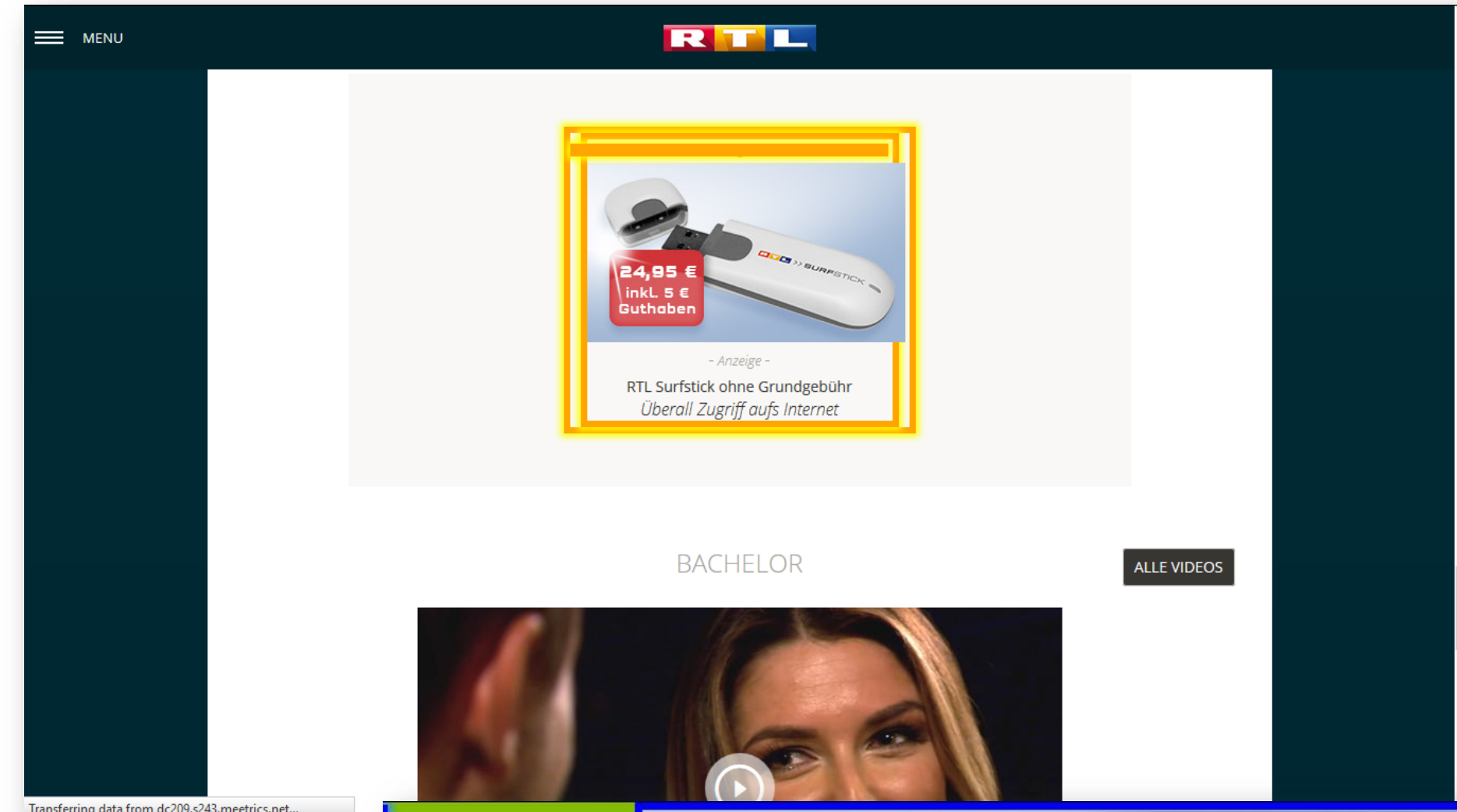
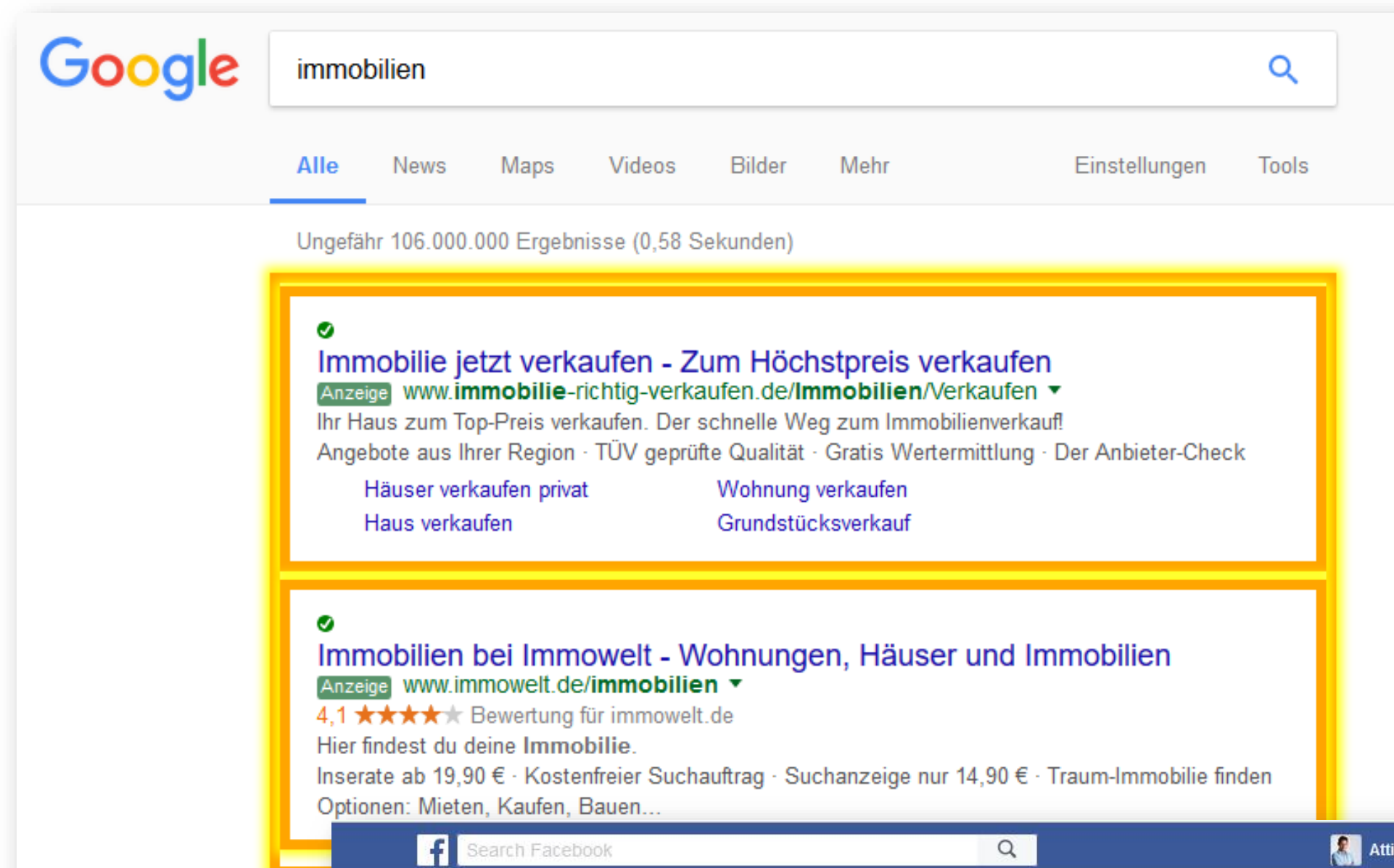
1. gemiusAdReal™ General Introduction
2. Programmatic Report Example
3. Case Studies – Poland
4. Case Studies – Germany

<https://adreal.gemius.com/pl/hot/>



1. gemiusAdReal™ General Introduction

www.gemius.com



How gemius AdReal works:



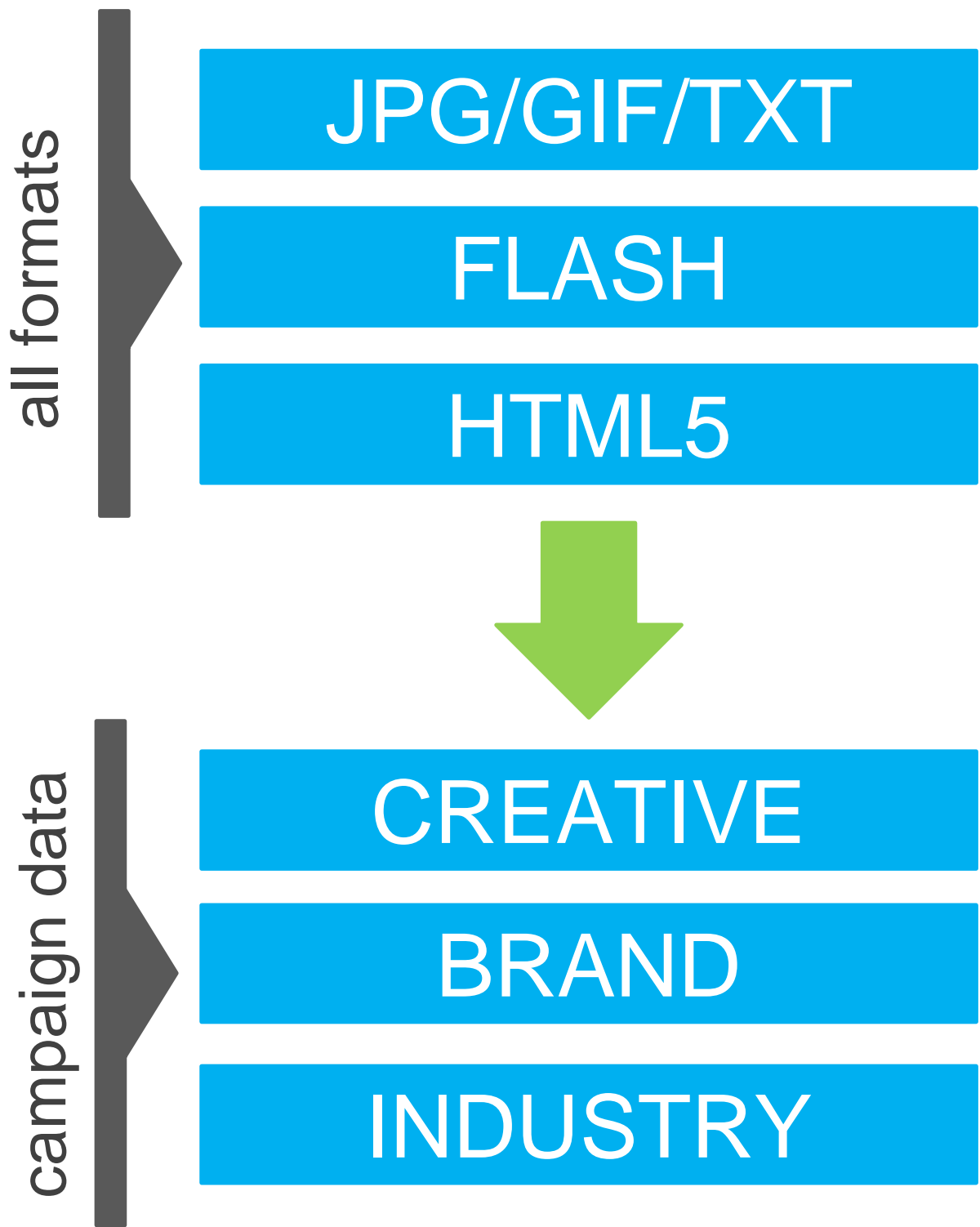
AdReal is user-centric research based on a browser extension/mobile application, installed on software panelists' devices

AdReal recognises all sort of ads served to Real User (e.g. display, video, search, social, programmatic) both viewable and not viewable impressions

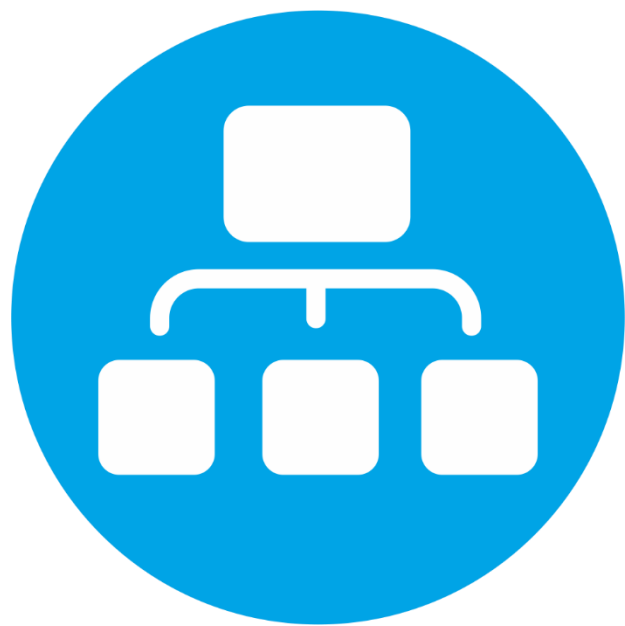
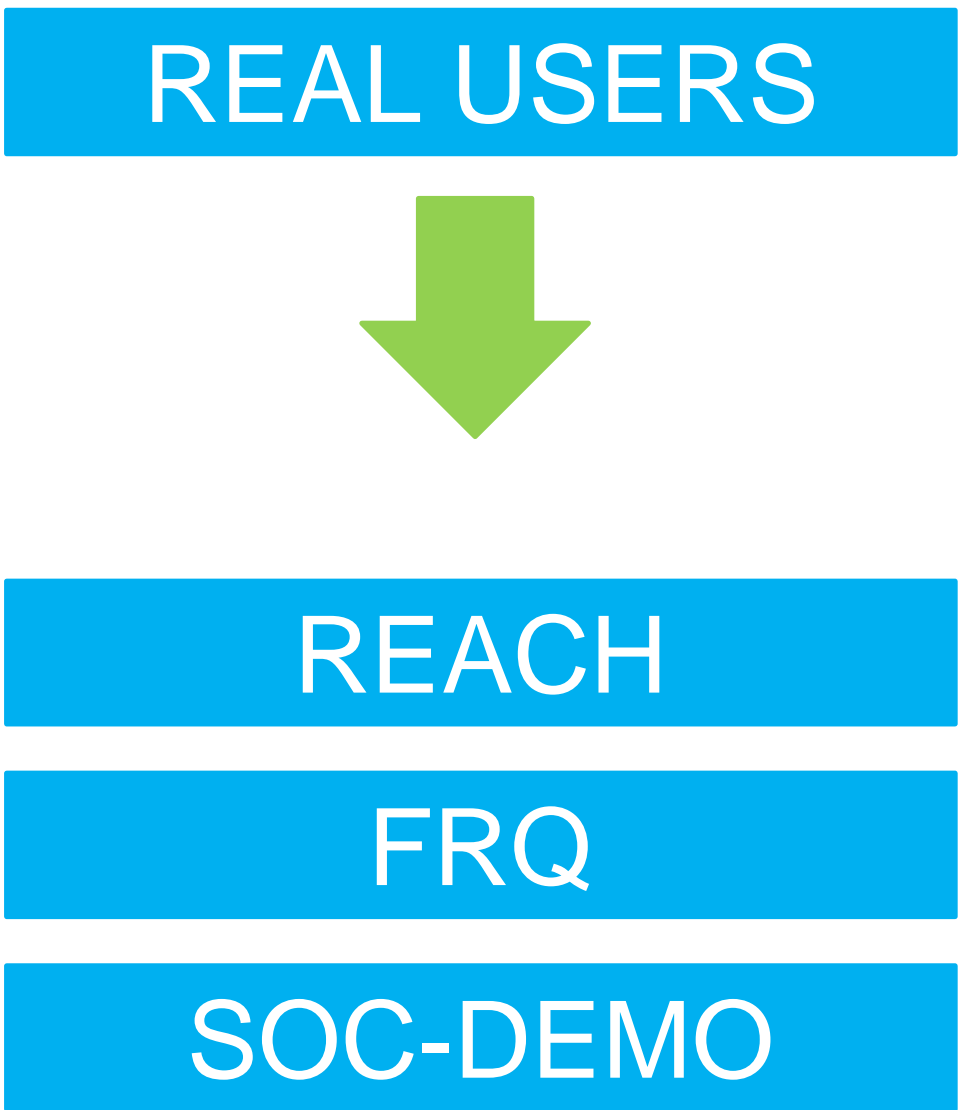
AdReal data are categorised (Industry and Advertiser tree) and matched with weights from gemiusAudience production to estimate Real Users, impressions and demographic profile



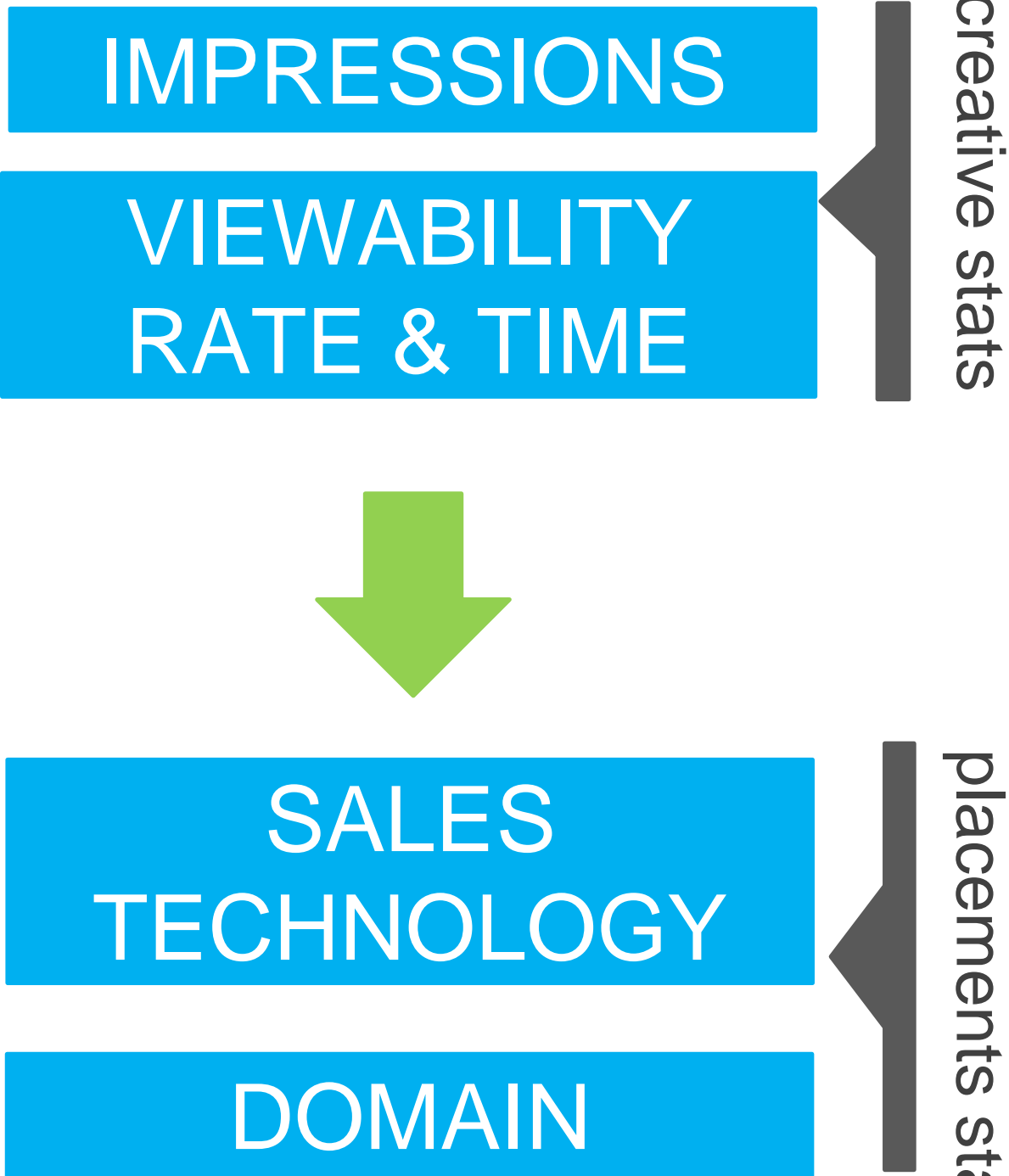
CAMPAIGNS



AUDIENCE DATA



DETAILED STATISTICS





VIDEO CAMPAIGNS

all video formats
format distinction

- IN STREAM
- IN DISPLAY
- OUT STREAM



campaign data

- CREATIVE
- BRAND
- INDUSTRY



AUDIENCE DATA

REAL USERS



- GRP
- REACH
- FRQ
- SOC-DEMO

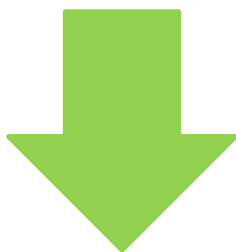


MEDIA PLAN

EMISSION START

VIEWABILITY
RATE & TIME

emission stats



- PLAYER
- DOMAIN

placements stats



Data available in the interface	Data available in extra reports
DISPLAY / TEXT	
real users, impressions, viewability rate, viewability time, SoV, REACH, with soc demo (age + gender) filters.	sales model
	CTR (if sample is enough) e.g. by publisher, TG, large advertiser, sales model
	blacklist alerts - e-mail alert when the ad was found on blacklist website
VIDEO	
real users, impressions (starts), SoV, REACH, GRP, viewability rate, viewability time, with soc demo (age + gender) filters.	report by player
	blacklist alerts - e-mail alert when the ad was found on blacklist website



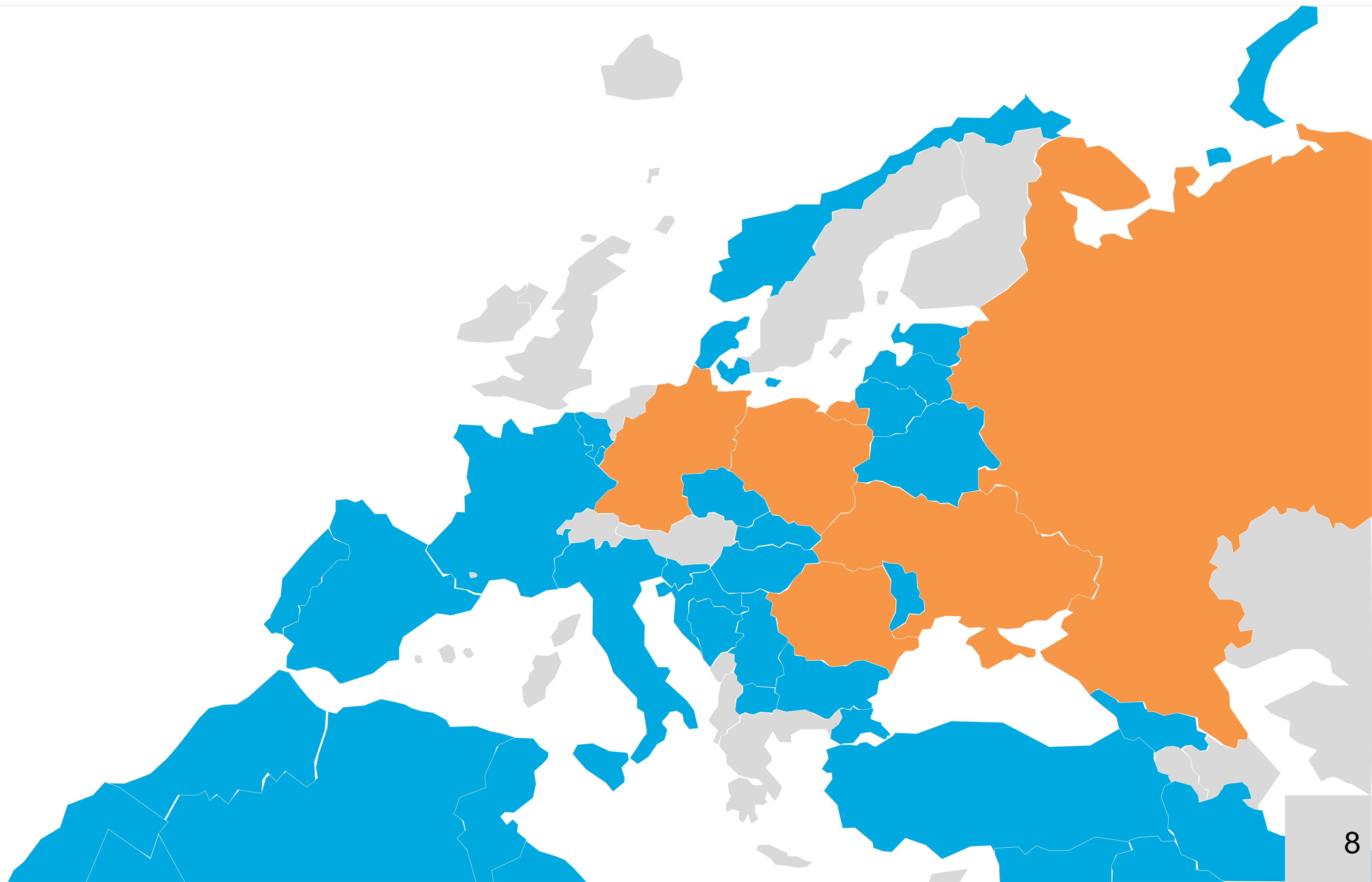
Germany

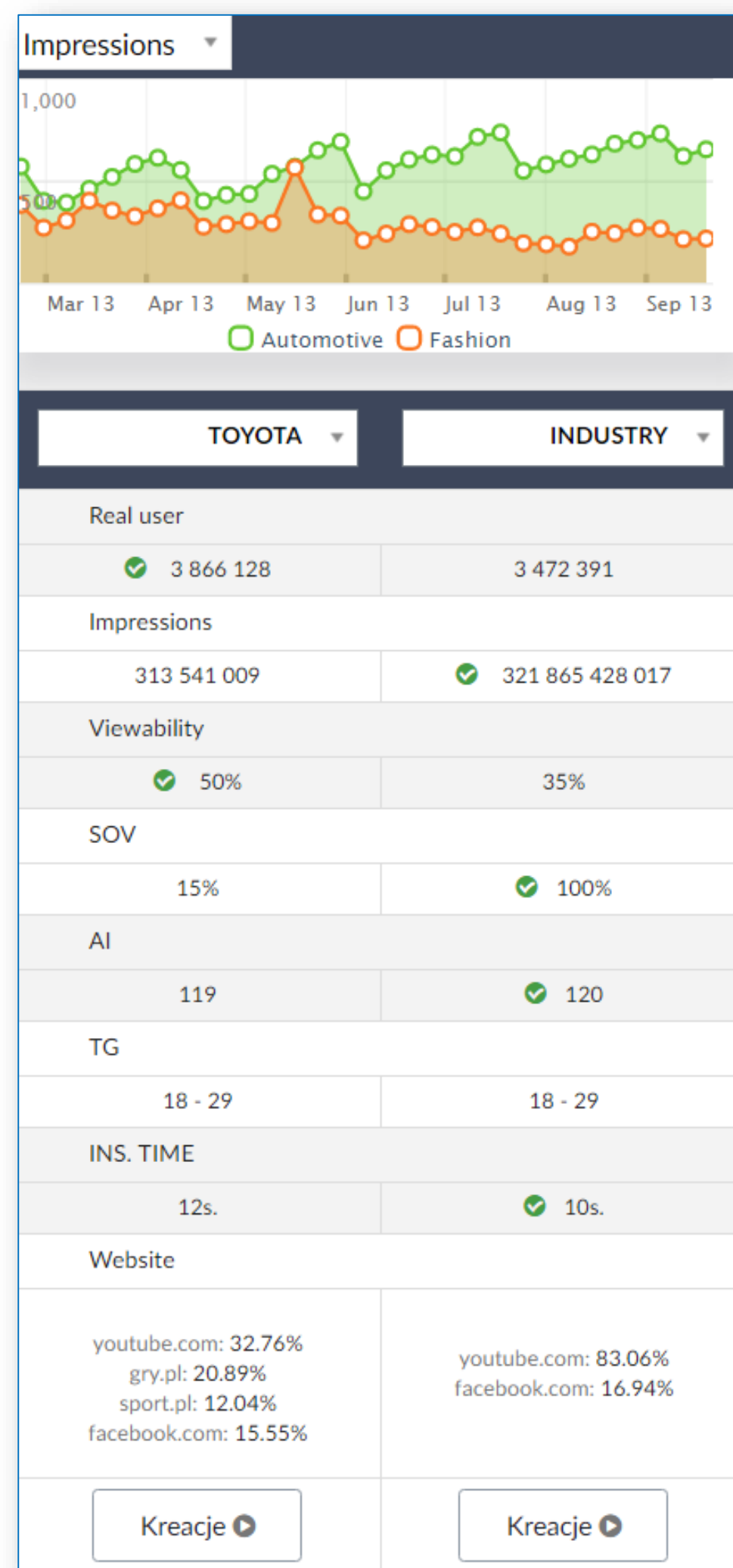
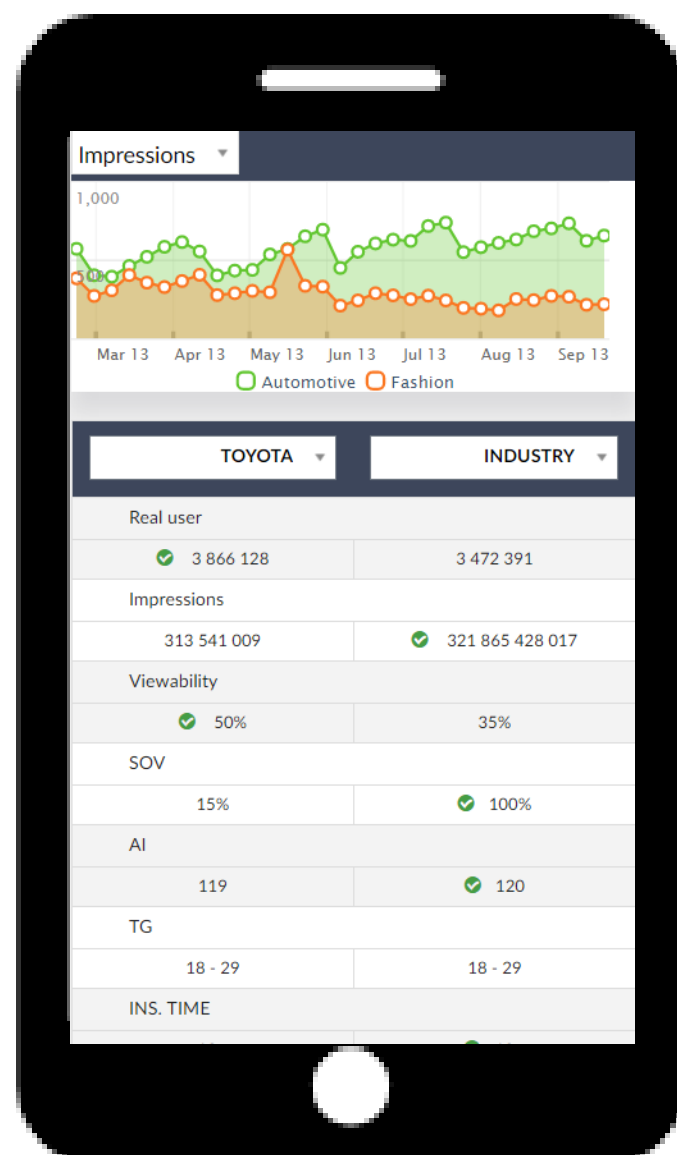
Poland

Romania

Russia

Ukraine





Easy, responsive interface
lets you compare your campaign to competitors or average industry results at first glance



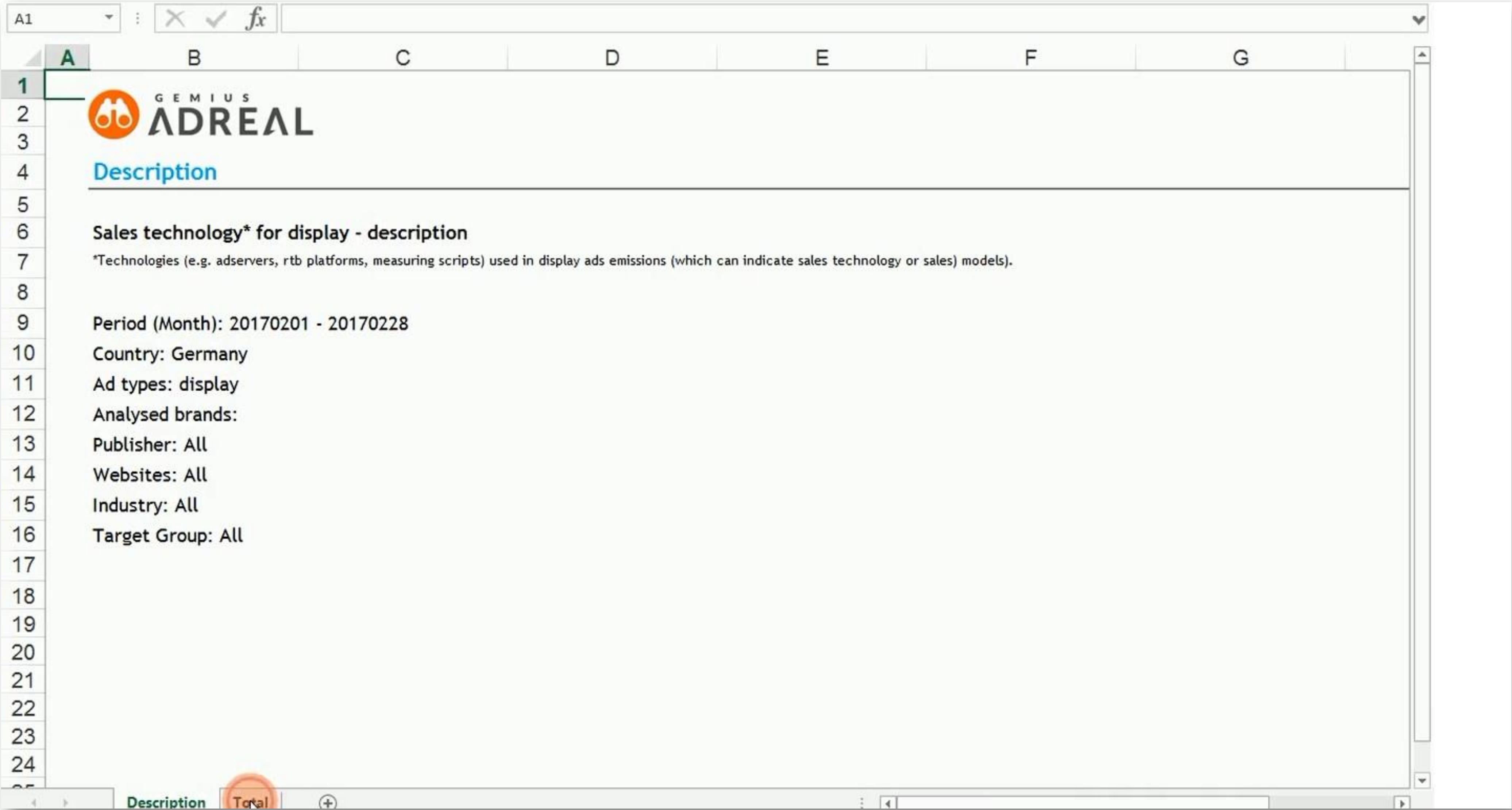



2. Programmatic Report Example



www.gemius.com

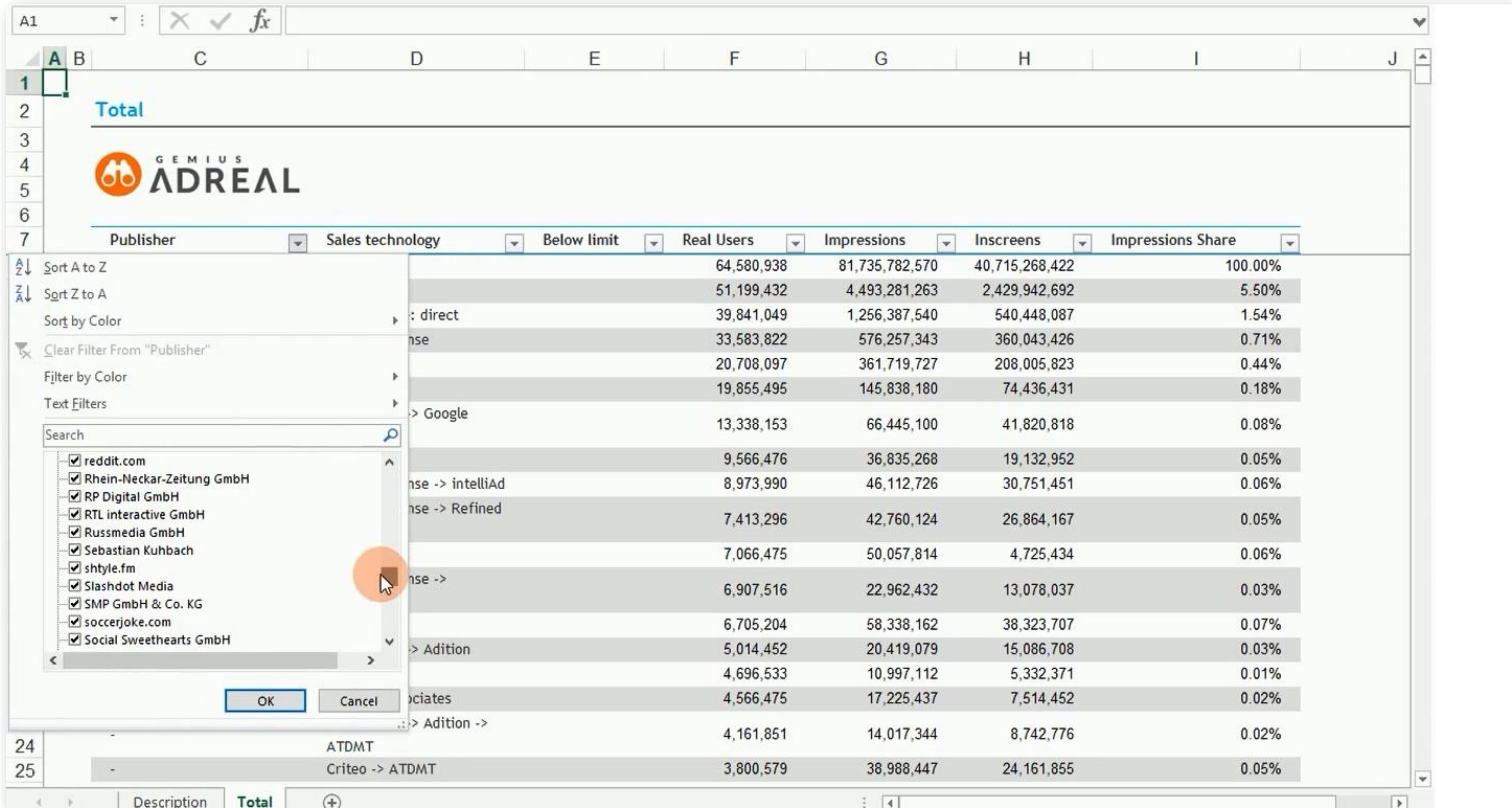
Programmatic Emission Chain Report - Example




A	B	C	D	E	F	G
1						
2						
3						
4	Description					
5						
6	Sales technology* for display - description					
7	*Technologies (e.g. adservers, rtb platforms, measuring scripts) used in display ads emissions (which can indicate sales technology or sales) models).					
8						
9	Period (Month): 20170201 - 20170228					
10	Country: Germany					
11	Ad types: display					
12	Analysed brands:					
13	Publisher: All					
14	Websites: All					
15	Industry: All					
16	Target Group: All					
17						
18						
19						
20						
21						
22						
23						
24						



Programmatic Emission Chain Report - Example



	Publisher	Sales technology	Below limit	Real Users	Impressions	Inscreens	Impressions Share
1							
2	Total						
3							
4							
5							
6							
7							
8				64,580,938	81,735,782,570	40,715,268,422	100.00%
9				51,199,432	4,493,281,263	2,429,942,692	5.50%
10				39,841,049	1,256,387,540	540,448,087	1.54%
11				33,583,822	576,257,343	360,043,426	0.71%
12				20,708,097	361,719,727	208,005,823	0.44%
13				19,855,495	145,838,180	74,436,431	0.18%
14				13,338,153	66,445,100	41,820,818	0.08%
15				9,566,476	36,835,268	19,132,952	0.05%
16				8,973,990	46,112,726	30,751,451	0.06%
17				7,413,296	42,760,124	26,864,167	0.05%
18				7,066,475	50,057,814	4,725,434	0.06%
19				6,907,516	22,962,432	13,078,037	0.03%
20				6,705,204	58,338,162	38,323,707	0.07%
21				5,014,452	20,419,079	15,086,708	0.03%
22				4,696,533	10,997,112	5,332,371	0.01%
23				4,566,475	17,225,437	7,514,452	0.02%
24				4,161,851	14,017,344	8,742,776	0.02%
25				3,800,579	38,988,447	24,161,855	0.05%

Programmatic Emission Chain Report - Example

Excel spreadsheet showing a Programmatic Emission Chain Report. The report is titled "Total" and includes the GEM IUS ADREAL logo.

The table displays data for various publishers, sorted by Impressions (descending). The columns are: Publisher, Sales technology, Below limit, Real Users, Impressions, Inscreens, and Impressions Share.

A filter menu is open for the "Sales technology" column, showing a list of publishers with checkboxes for selection. The filter menu includes options for sorting (Sort A to Z, Sort Z to A, Sort by Color), clearing filters, and text filters.

The data rows show the following values (approximate):

Publisher	Sales technology	Below limit	Real Users	Impressions	Inscreens	Impressions Share
Total				81,735,782,570	40,715,268,422	100.00%
-				4,493,281,263	2,429,942,692	5.50%
-				1,256,387,540	540,448,087	1.54%
-				576,257,343	360,043,426	0.71%
-				361,719,727	208,005,823	0.44%
-				145,838,180	74,436,431	0.18%
-				66,445,100	41,820,818	0.08%
-				36,835,268	19,132,952	0.05%
-				46,112,726	30,751,451	0.06%
-				42,760,124	26,864,167	0.05%
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-				22,962,432	13,078,037	0.03%
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-				20,419,079	15,086,708	0.03%
-				10,997,112	5,332,371	0.01%
-				17,225,437	7,514,452	0.02%
-				14,017,344	8,742,776	0.02%
-				38,988,447	24,161,855	0.05%

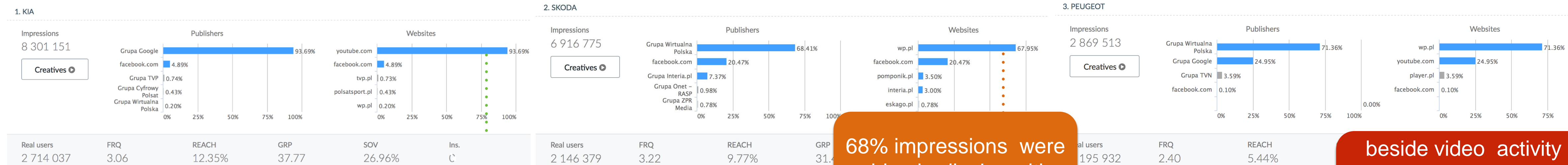
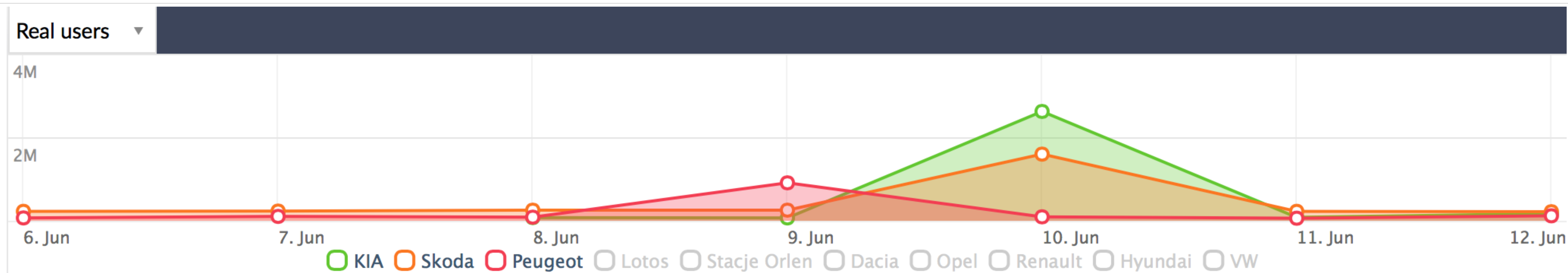


3. Case Studies – Poland



www.gemius.com

VIDEO, Automotive (EURO'16 Peak) 6-12th June, 2016



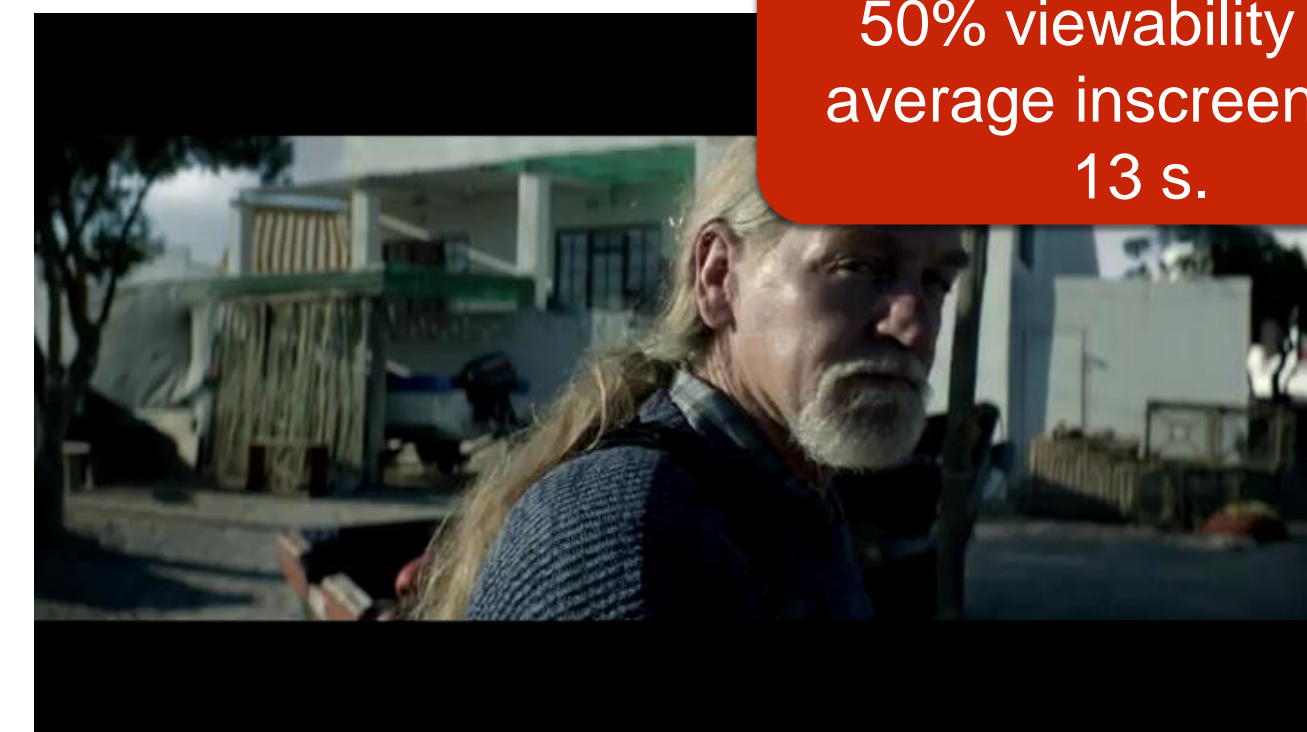
whole campaign focused on video, with small display activity on sport.pl



68% impressions were video in-display with 16% viewability



beside video activity there were 10 millions of display impressions with 50% viewability and average inscreen time 13 s.





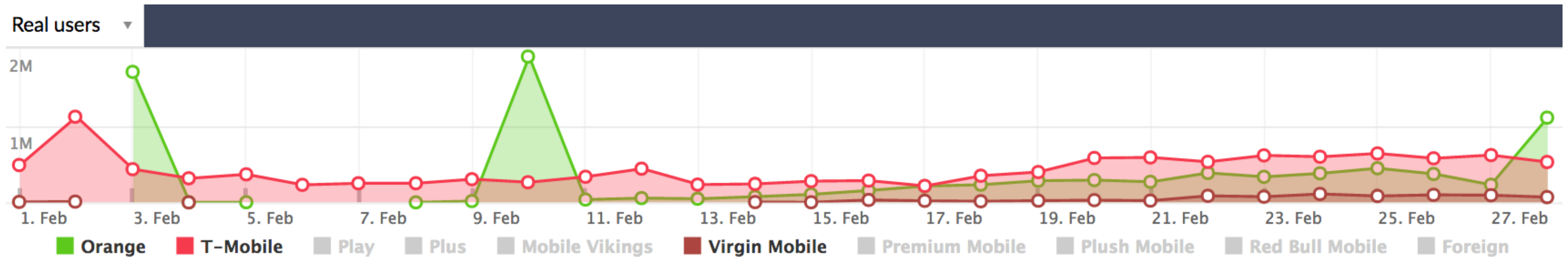
GEM IUS

ADREAL

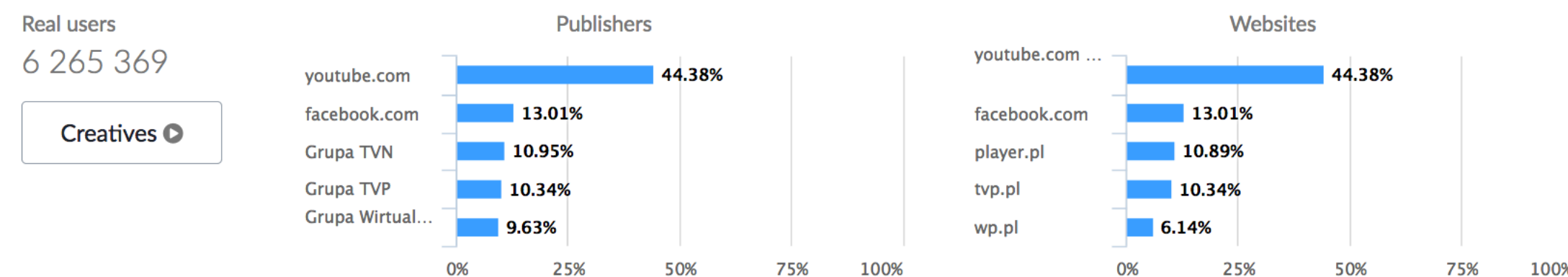
February 2017: VIDEO – Telecommunication



GEM IUS

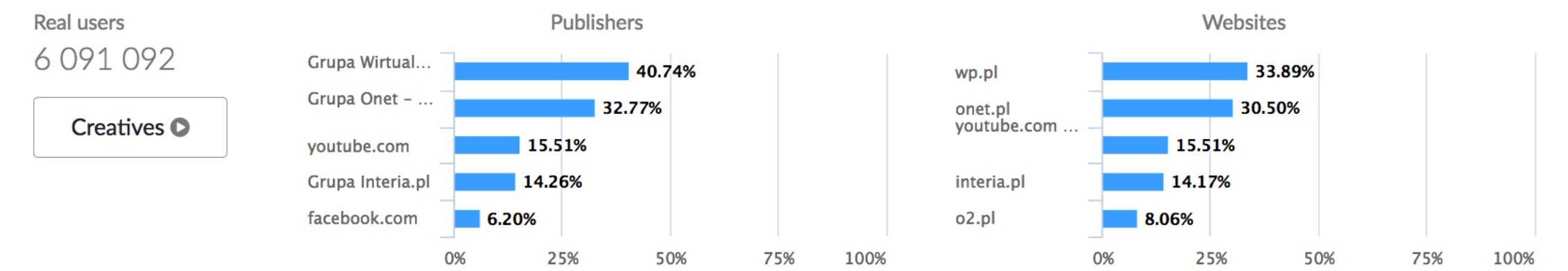


1. T-MOBILE

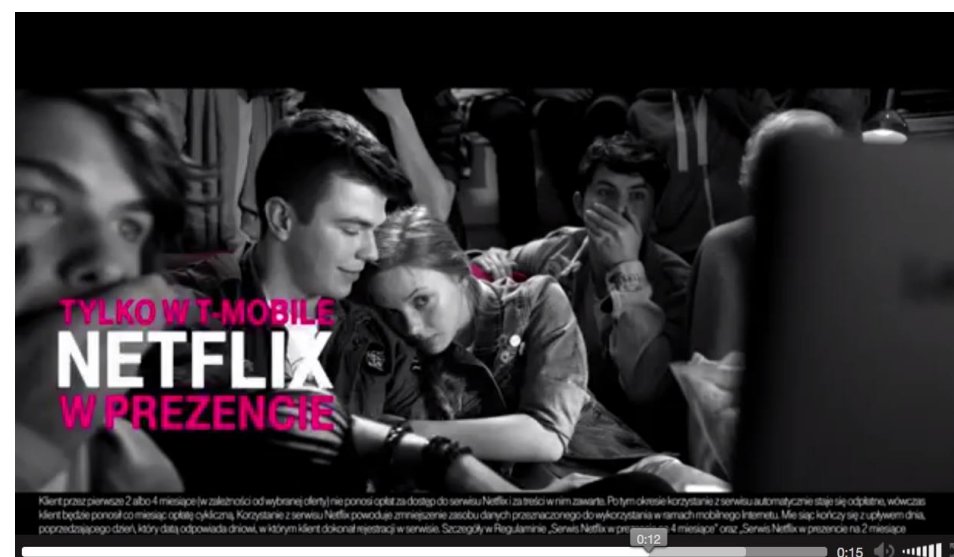


Impressions	FRQ	REACH	SOV	GRP	View.Rate
17 057 322	2.72	23.35%	25.94%	63.58	78.16%
View.Tim. 15.94s					

2. ORANGE



Impressions	FRQ	REACH	SOV	GRP	View.Rate
25 137 517	4.13	22.70%	38.23%	93.69	37.54%
View.Tim. 12.76s					



First emission: 2017-01-01
Statistics for chosen period: 2017-02-01 - 2017-02-28
Real users: 2 071 014
Impressions: 2 665 712
Frequency: 1.29
Reach: 7.72%
GRP: 9.94
Viewability rate: 81.85%
Viewability time: 9.14s

Impressions in websites:

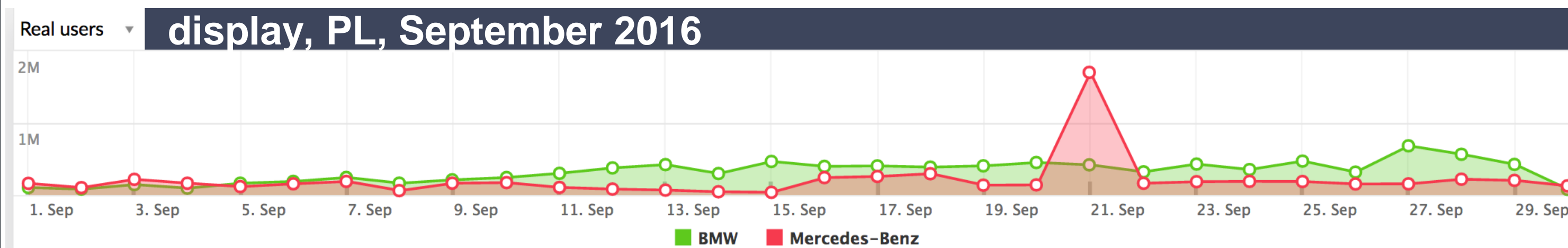
Website	Share
youtube.com - pozostałe serwisy:	68.62%
cda.pl - video:	6.05%
rmfon.pl:	3.72%
wp.pl:	3.16%
gry.pl:	2.18%



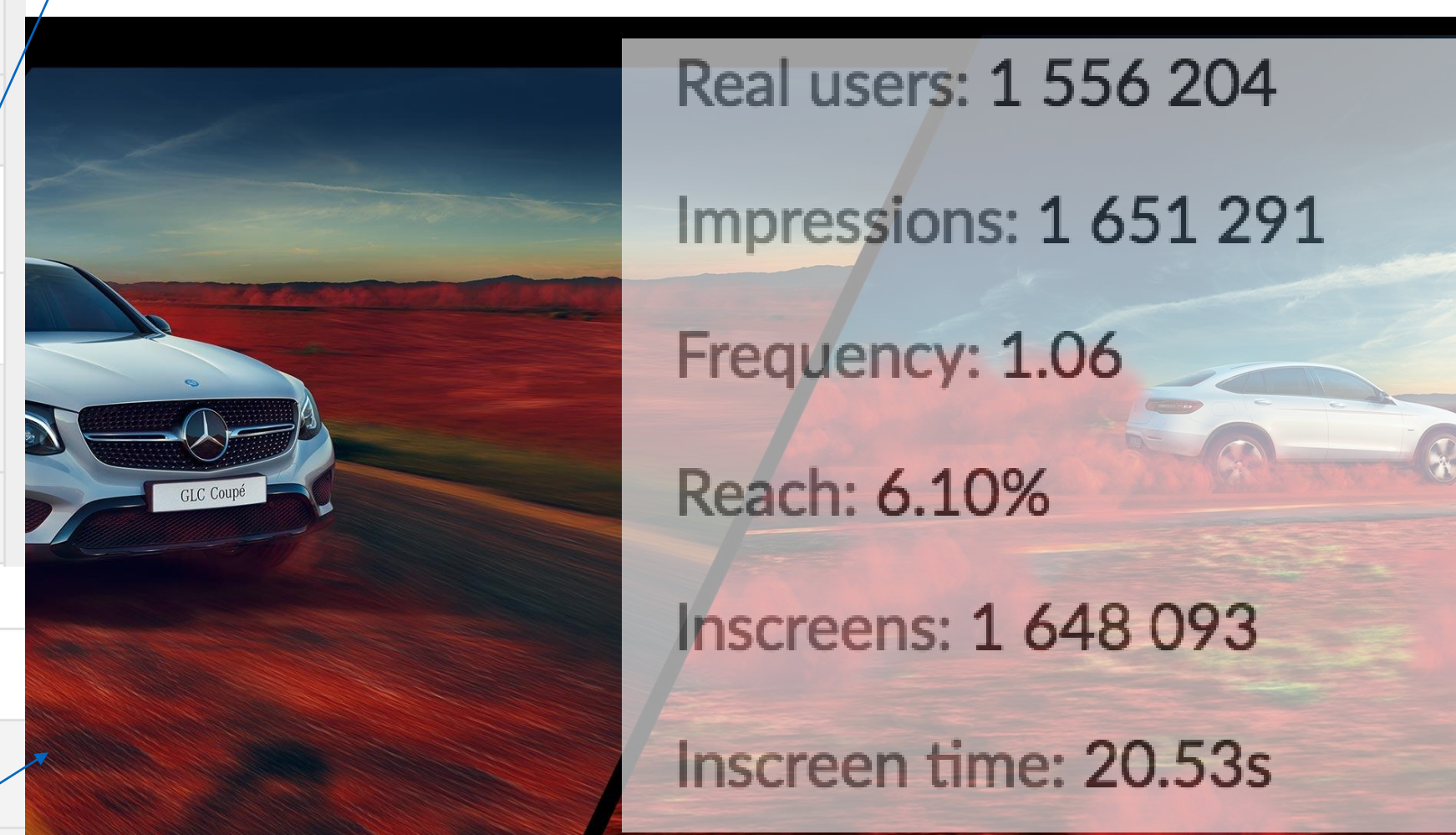
First emission: 2017-02-17
Statistics for chosen period: 2017-02-01 - 2017-02-28
Real users: 1 182 004
Impressions: 1 938 303
Frequency: 1.64
Reach: 4.41%
GRP: 7.22
Viewability rate: 81.27%
Viewability time: 22.06s

Impressions in websites:

Website	Share
youtube.com - pozostałe serwisy:	40.93%
vod.pl:	18.16%
gazeta.pl:	13.86%
lpa.tv:	11.08%
wp.pl:	5.07%



BMW ▼	Mercedes-Benz ▼
Real users	
3 499 407	3 831 864
Impressions	
30 558 687	18 203 428
Frequency	
8.73	4.75
Reach	
13.76%	15.07%
Inscreens	
24 067 797	8 246 358
Inscreen time	
18.54s	14.05s
facebook.com: 82.13% wp.pl: 7.87% onet.pl: 4.98% interia.pl: 0.87% Ruch niesklasyfikowany: 0.56%	money.pl: 46.10% youtube.com: 15.84% onet.pl: 9.35% olx.pl: 7.23% Ruch niesklasyfikowany: 3.87%
Kreacje ▶	Kreacje ▶



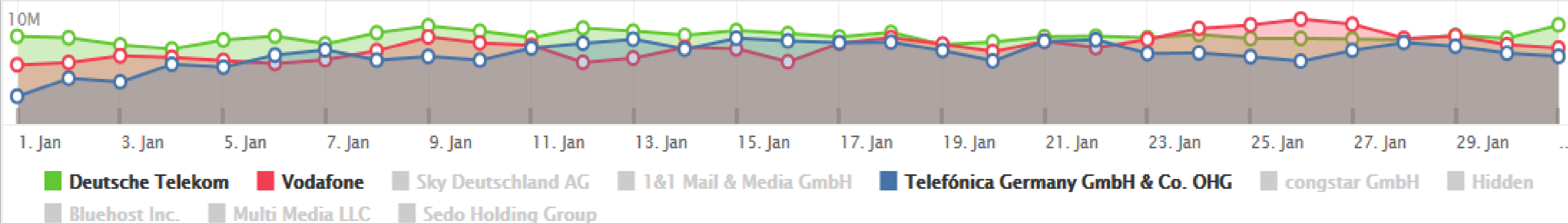


4. Case Studies – Germany

www.gemius.com

Real users

Top 3 display campaigns in January 2017



1. VODAFONE



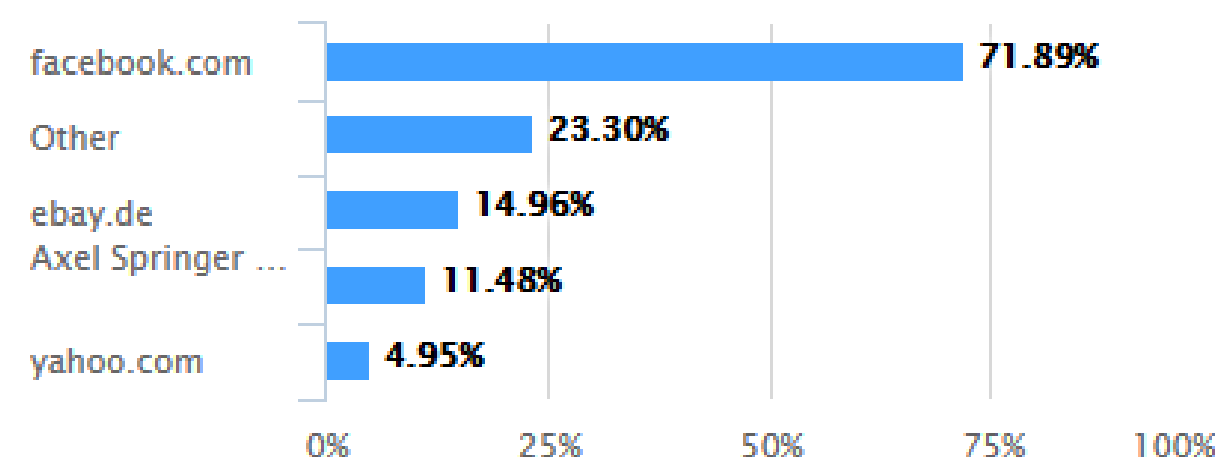
vodafone

Real users

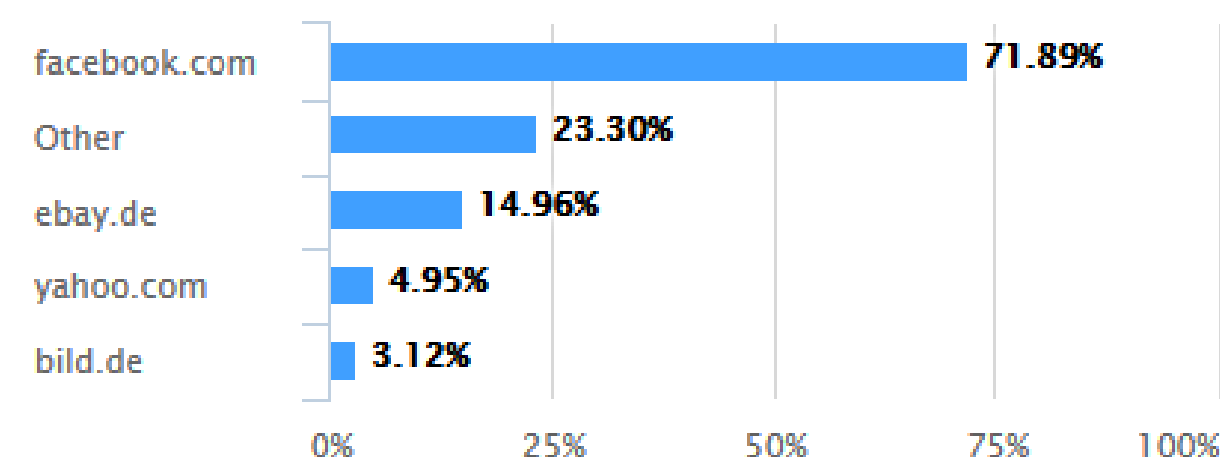
29 306 176

Creatives

Publishers



Websites



Impressions

750 412 620

FRQ

25.61

REACH

45.35%

SOV

19.70%

View.Rate

73.22%

View.Tim.

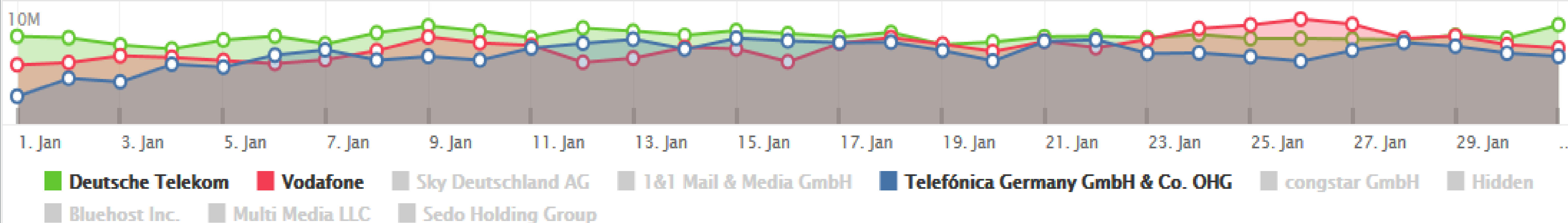
17.20s



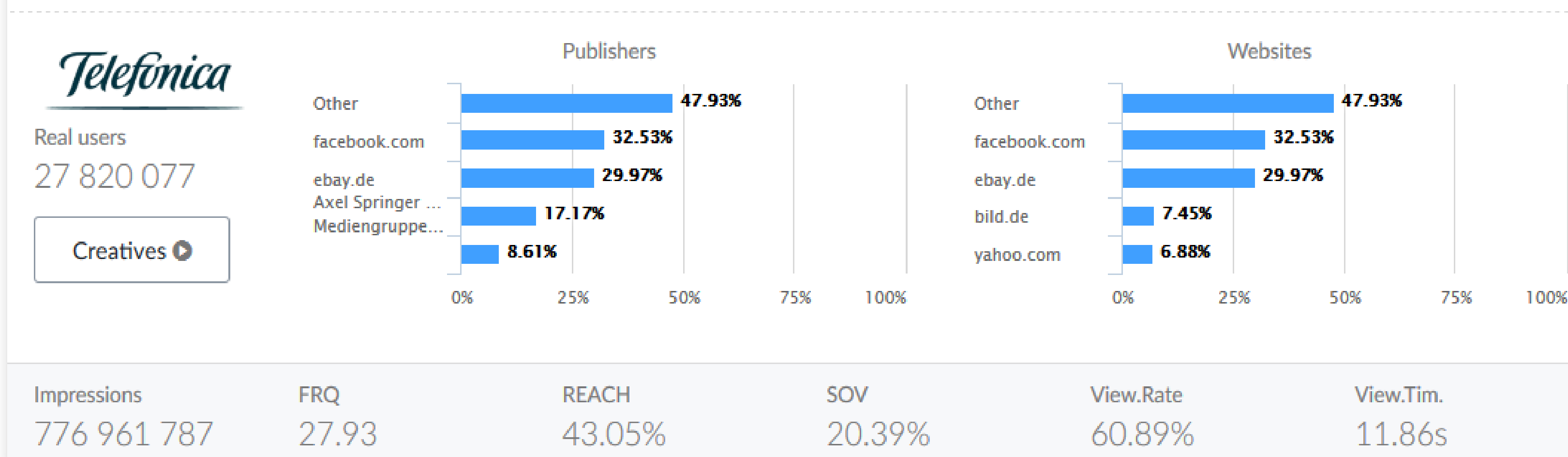
Large display campaign on Facebook with over 70% of viewability.

Real users ▼

Top 3 display campaigns in January 2017



2. TELEFÓNICA GERMANY GMBH & CO. OHG

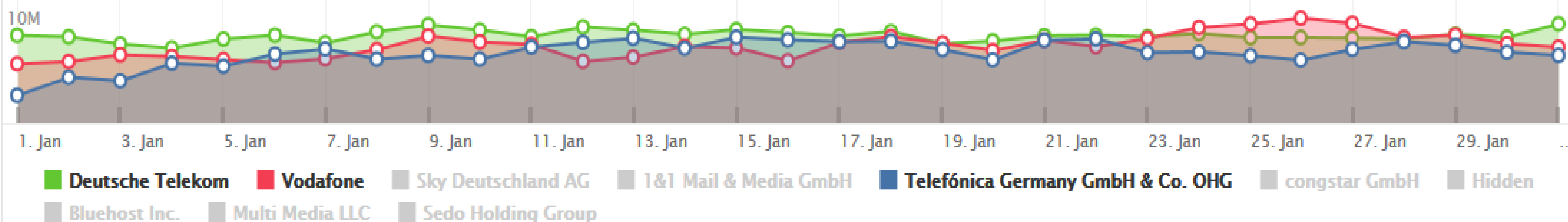


The highest viewability rate on ebay.de – 63%,
viewability time: 7.85s
Criteo was mainly used on ebay.de (76%)

Telefónica used 3rd party data from
Atlas Solution on yahoo.com and
bild.de

Real users

Top 3 display campaigns in January 2017

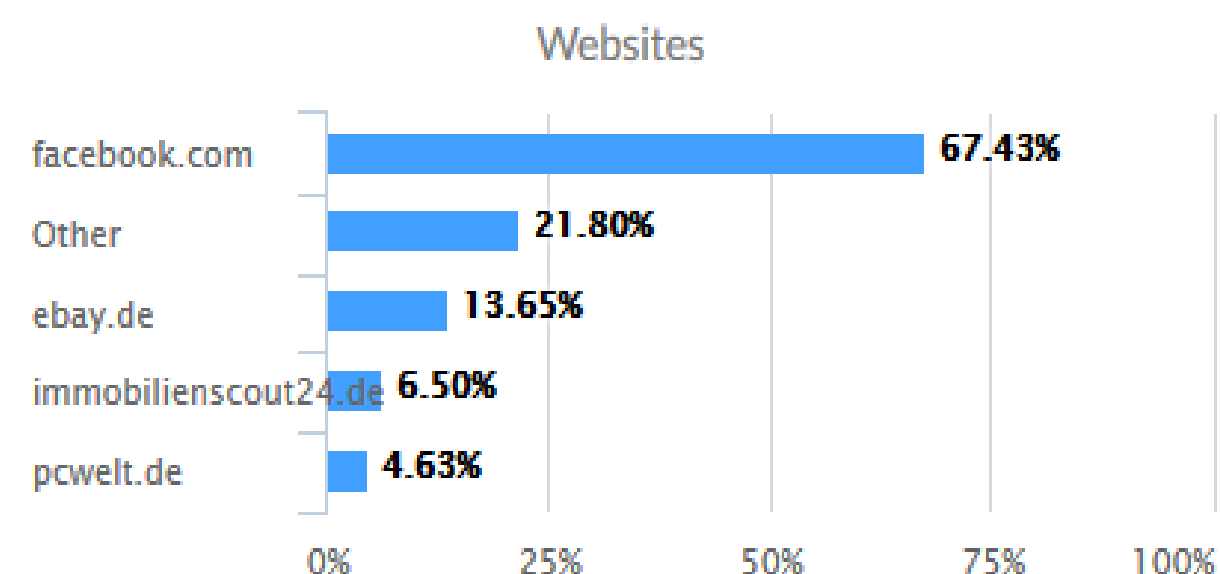
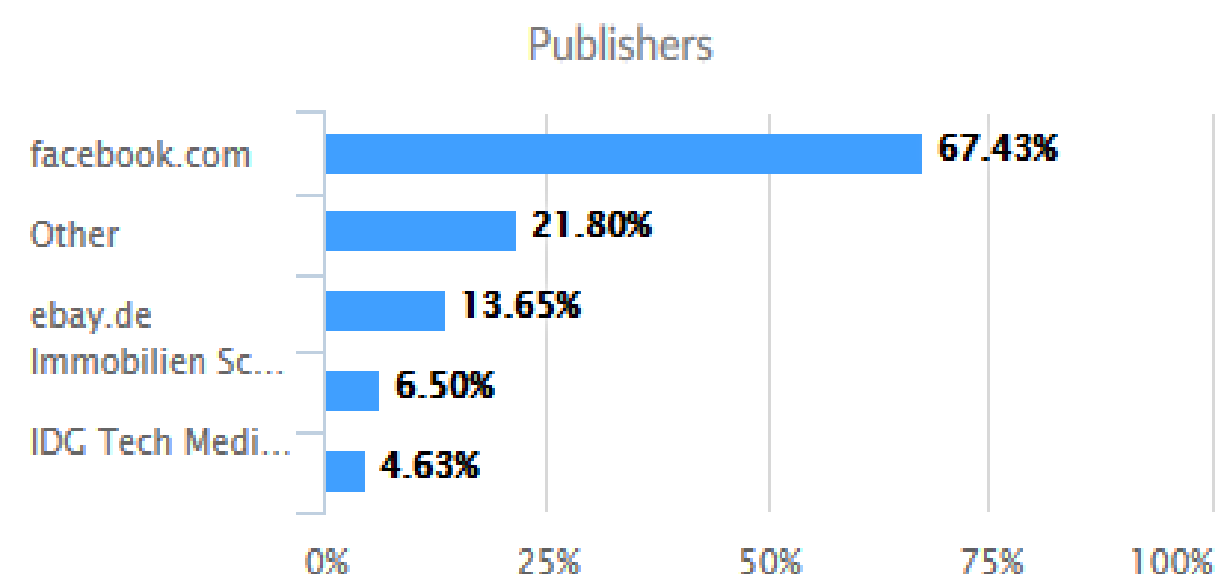


3. DEUTSCHE TELEKOM



Real users
26 003 078

Creatives



Impressions	FRQ	REACH	SOV	View.Rate	View.Tim.
630 329 367	24.24	40.24%	16.55%	74.23%	18.62s

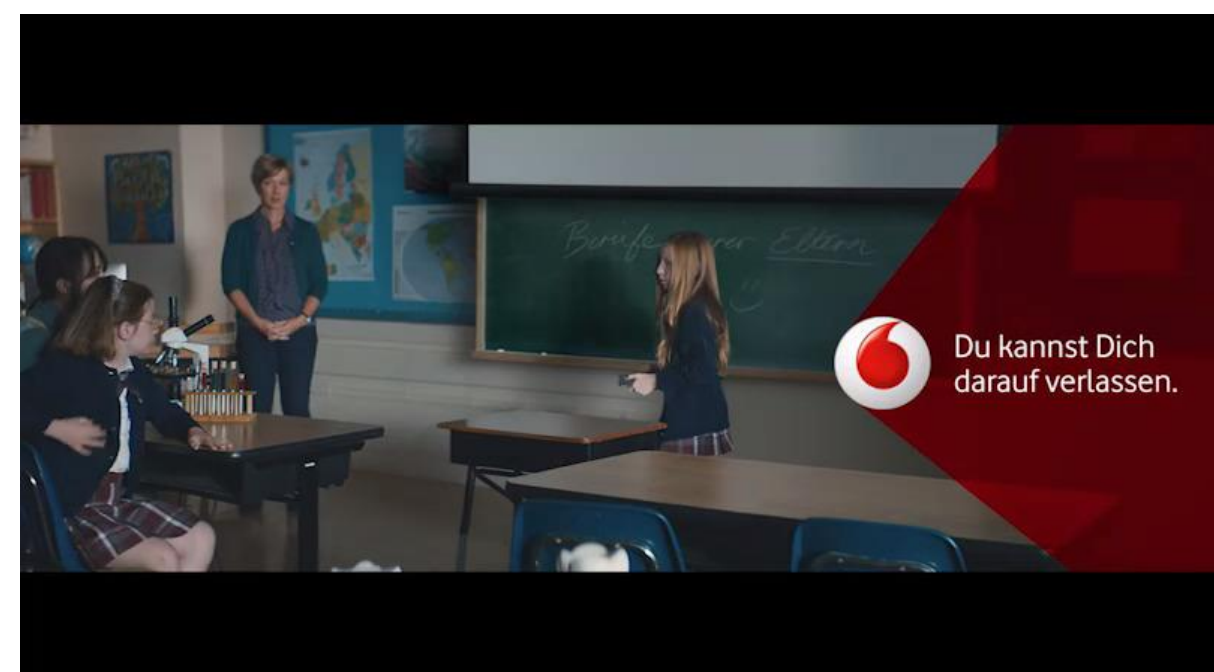
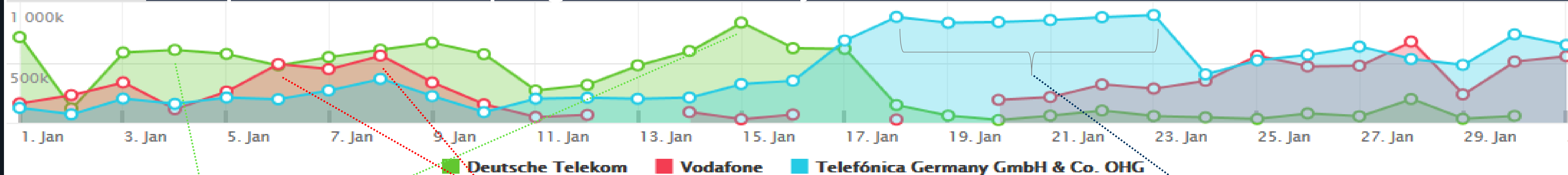


Used only Adform on
facebook.com (100%)

Viewability rate: 79%
Viewability time: 19 sec

Real users ▼

Top 3 video campaigns in January 2017



17th-23rd Jan:

- Telefonica promotion in cooperation with Sky Deutschland (for Sky Tickets)
- A Call-to-action campaign (Telefónica's O2 Free customers can sign up for the second round of the current Bundesliga football season)



Main website during the weekend 6-8th Jan:

Spot Length: 23 sec
VCR=75%
Viewability rate: 70%, 100%
Viewability time: 16sec, 18 sec

youtube.com SOI: ~89%
Spot Length: 19 sec
Viewability rate: ~90%
VCR on 6th: 75%
VCR on 8th: 50%
(VCR = Video Completion Rate)

Die Bundesliga bei BILD

Bild.de: 100%
Spot Length: 5 sec





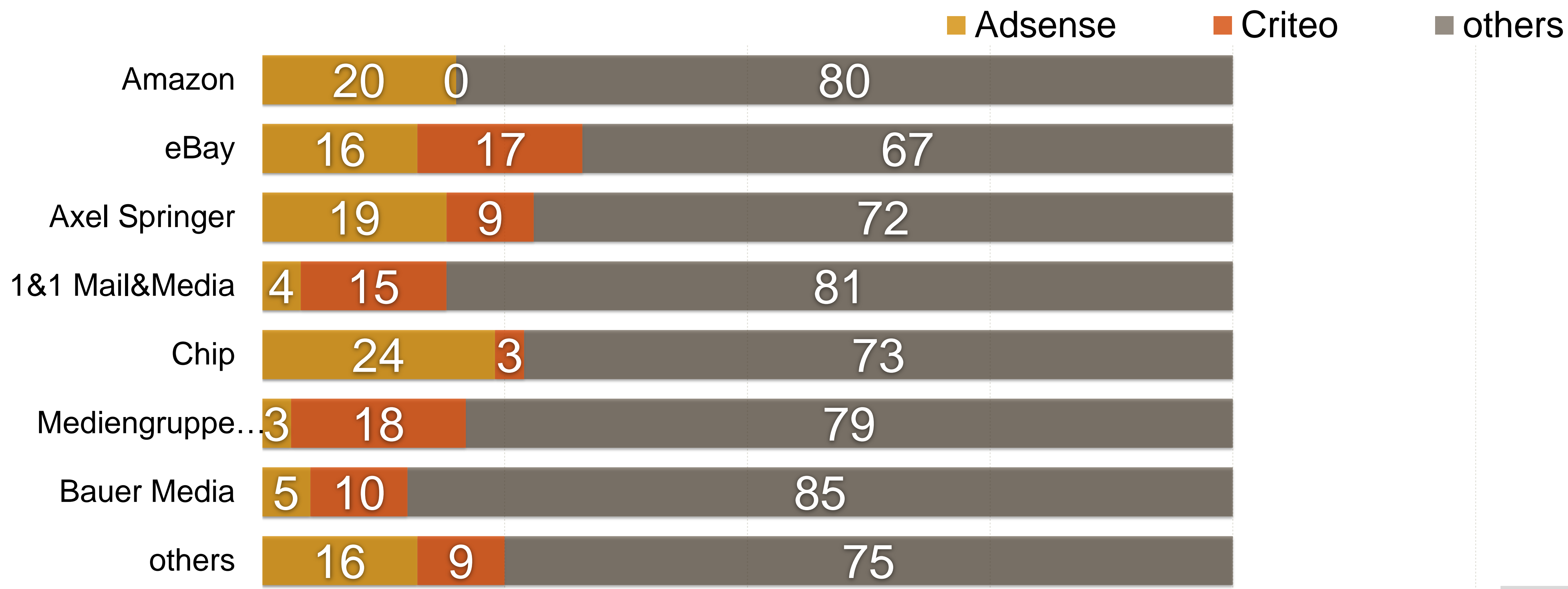
GEM IUS

ADREAL

Programmatic shares – DE display inventory, Nov2016



GEM IUS



estimation on test sample in Nov, 2016



Brand Owner: Telefónica Germany GmbH & Co. OHG
Brand: o2
ID: v 26087

First emission: 2016-10-26

Statistics for chosen period: 2016-12-01 - 2016-12-31

Real users: 100 370

Impressions: 281 037

Frequency: 2.80

Reach: 0.15%

GRP: 0.43

Impressions in websites:

swagbucks.com: 100.00%

Telefonica video was presented also on “pay for ads viewing” websites.



G E M I U S

ADREAL

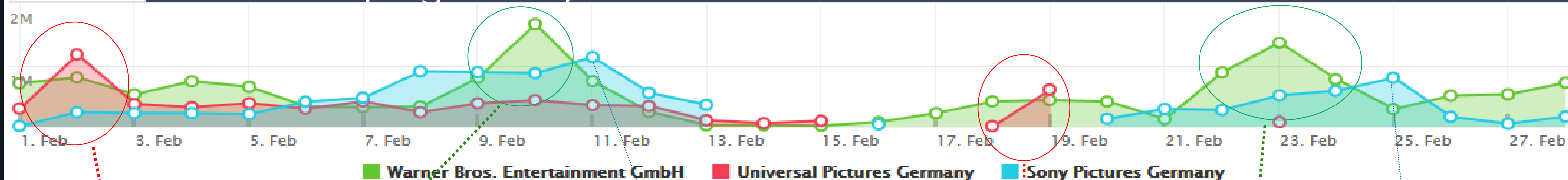
Films Distributors in February 2017 on youtube.com



G E M I U S

Real users ▼

Video campaigns on youtube.com



Promoting film
„50 Shades of
Grey” for
Valentine’s Day

9th February: first
emission of „The Lego
Ninjago Movie”
Viewability rate: 82%
Viewability time: 32
sec

10th February: first
emission of „Kong
Skull Island”
Viewability rate: 86%
Viewability time: 10
sec
VCR*: 50%

„Life” film campaign
Spot duration: 2:21 min
Viewability rate: 95%
Viewability time: 50 sec
VCR*: 25%

„50 Shades of Grey”
after premiere
Spot duration: 0,06
sec
Viewability rate: 100%

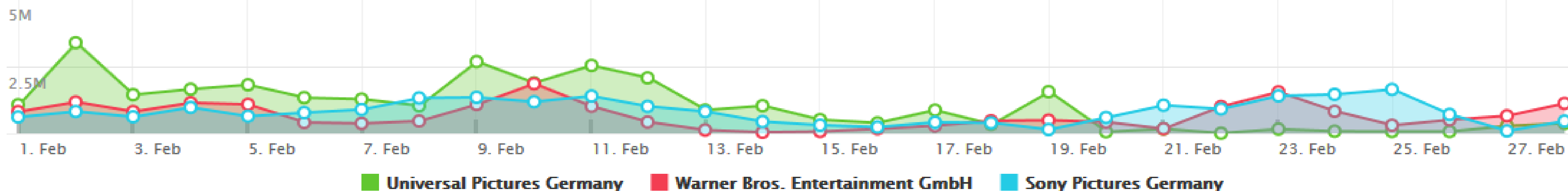
Promoting
„Kong Skull
Island” – 5
different
spots.

Still promoting „Life” film
which premiere will be
on 23rd March
spot duration: 0:30 min

*VCR=Video Completion Rate

Real users ▼

Video campaigns

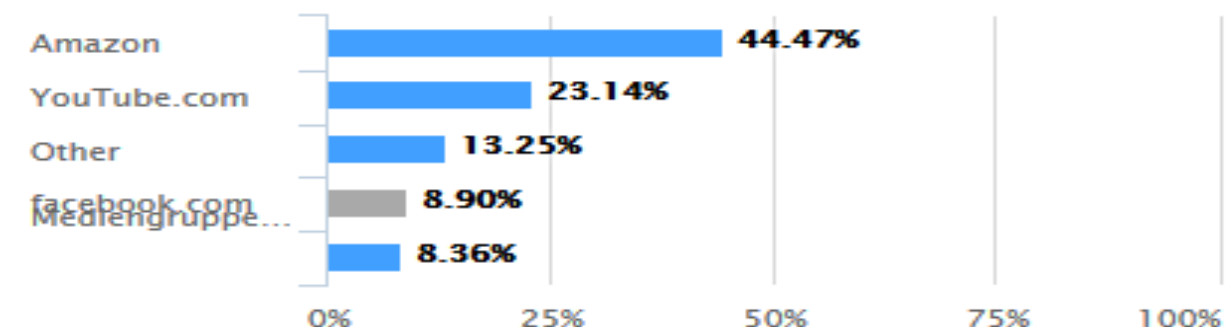


1. UNIVERSAL PICTURES GERMANY

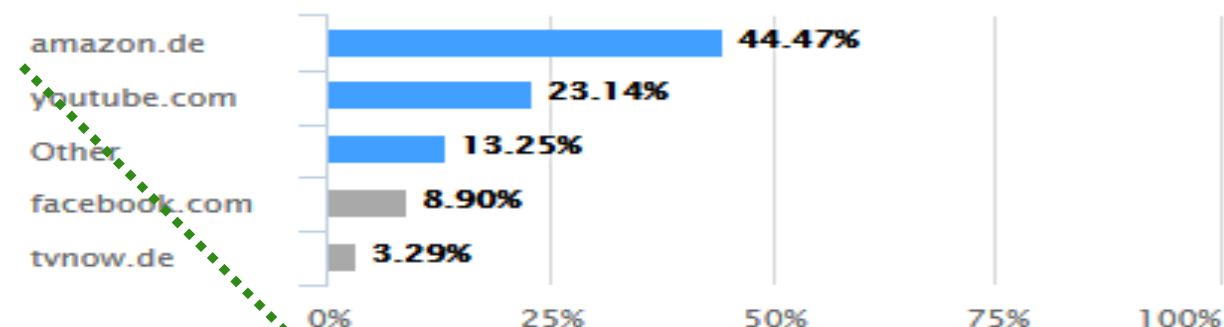
Real users
12 041 671

Kreative ▶

Publishers



Webseiten



Impressions
36 872 342

View.Tim.
9.32s

FRQ
3.06

REACH
18.53%

SOV
45.87%

GRP
56.73

View.Rate
41.64%

Erste Emission: 2017-02-02

Statistiken für ausgewählten Zeitraum: 2017-02-01 - 2017-02-28

Real users: 5 330 100

Impressions: 14 372 375

Frequency: 2.70

Reach: 8.20%

GRP: 22.11

Viewability rate: 13.62%

Viewability time: 5.62s

Impressionen in Webseiten:

amazon.de: 100.00%



„Fifty shades of Grey”
film

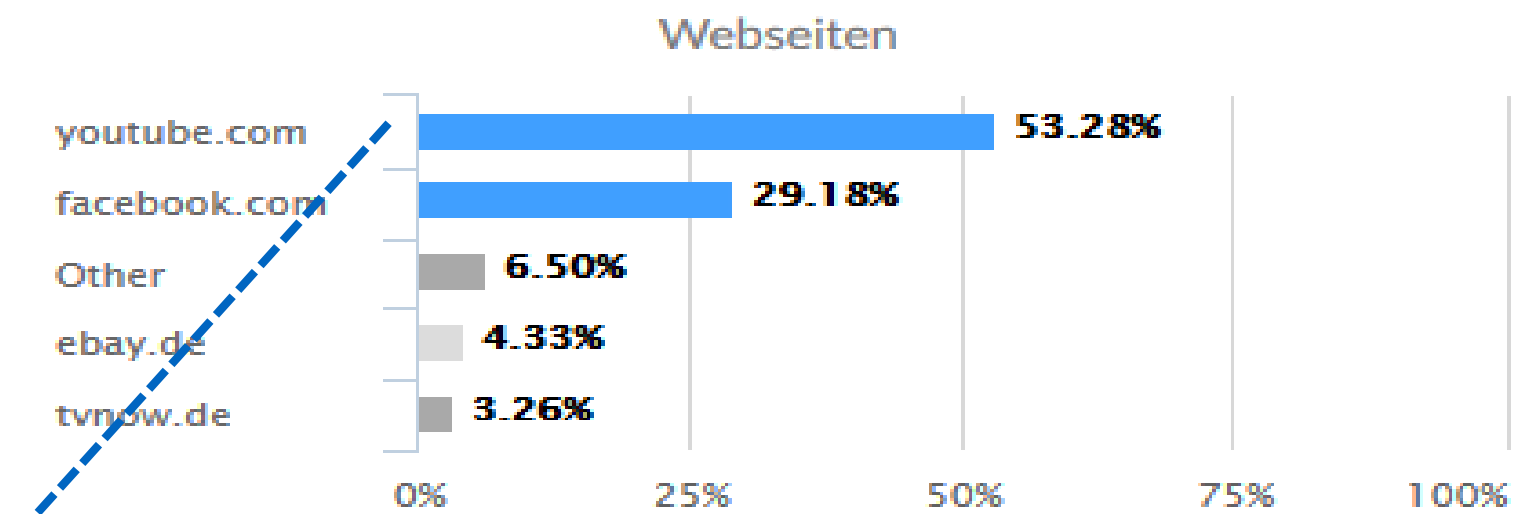
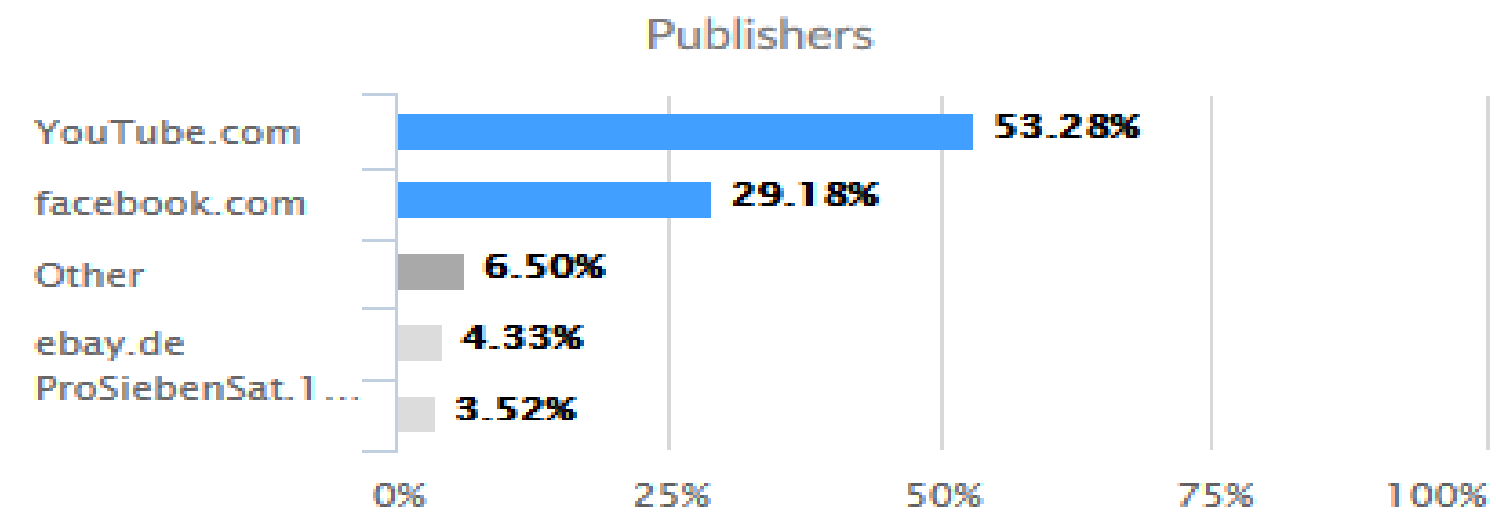
The most popular spot
on amazon.de

Spot duration: 0,30 sec
VCR<25%

2. SONY PICTURES GERMANY

Real users
8 990 400

Kreative 



Impressions
22 444 650

FRQ
2.50

REACH
13.83%

SOV
27.92%

GRP
34.53

View.Rate
80.07%

View.Tim.
20.62s



Erste Emission: 2017-02-09

Statistiken für ausgewählten Zeitraum: 2017-02-01 - 2017-02-28

Real users: 1 657 598

Impressions: 2 200 680

Frequency: 1.33

Reach: 2.55%

GRP: 3.39

Viewability rate: 94.30%

Viewability time: 32.97s

Impressionen in Webseiten:

youtube.com: 100.00%

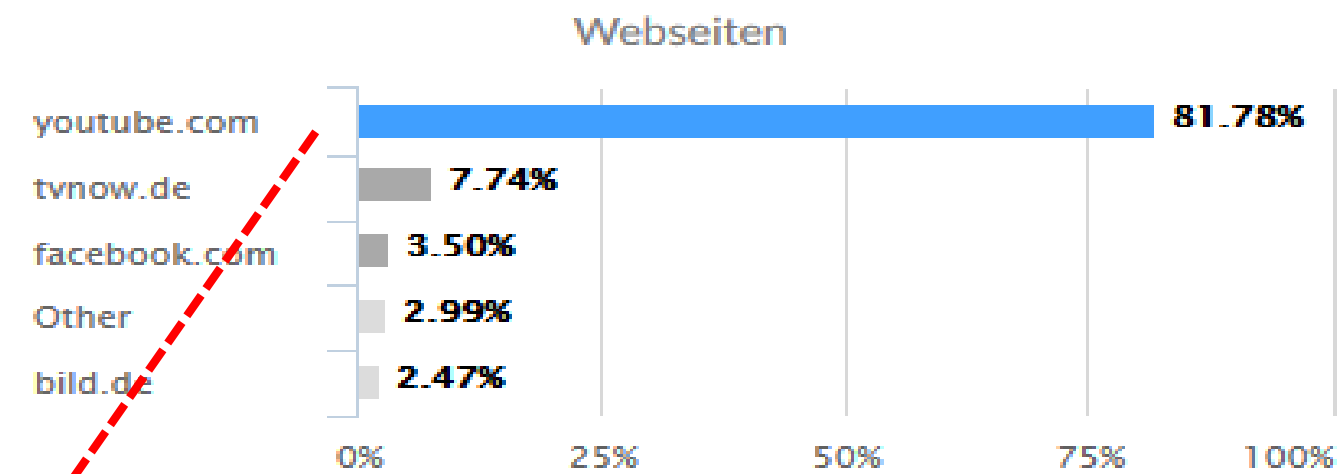
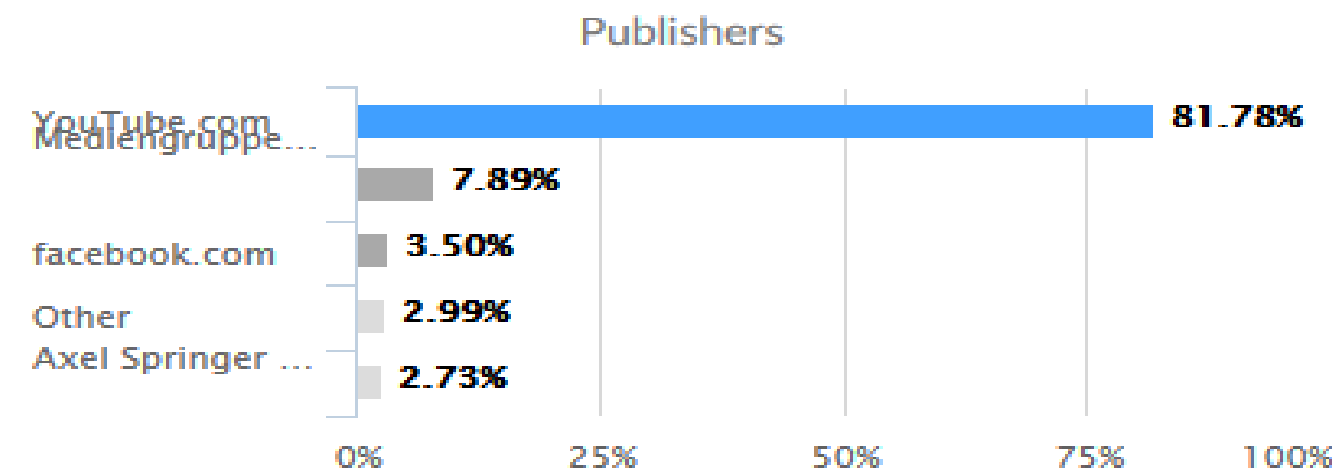
„Life” film
Spot duration: 2,19 sec
VCR=25%



3. WARNER BROS. ENTERTAINMENT GMBH

Real users
8 664 300

Kreative ▶



Impressions	FRQ	REACH	SOV	GRP	View.Rate
21 068 277	2.43	13.33%	26.21%	32.41	84.05%
View.Tim.					
14.88s					

Erste Emission: 2017-02-10

Statistiken für ausgewählten Zeitraum: 2017-02-01 - 2017-02-28

Real users: 2 320 100

Impressions: 3 251 149

Frequency: 1.40

Reach: 3.57%

GRP: 5.00

Viewability rate: 84.56%

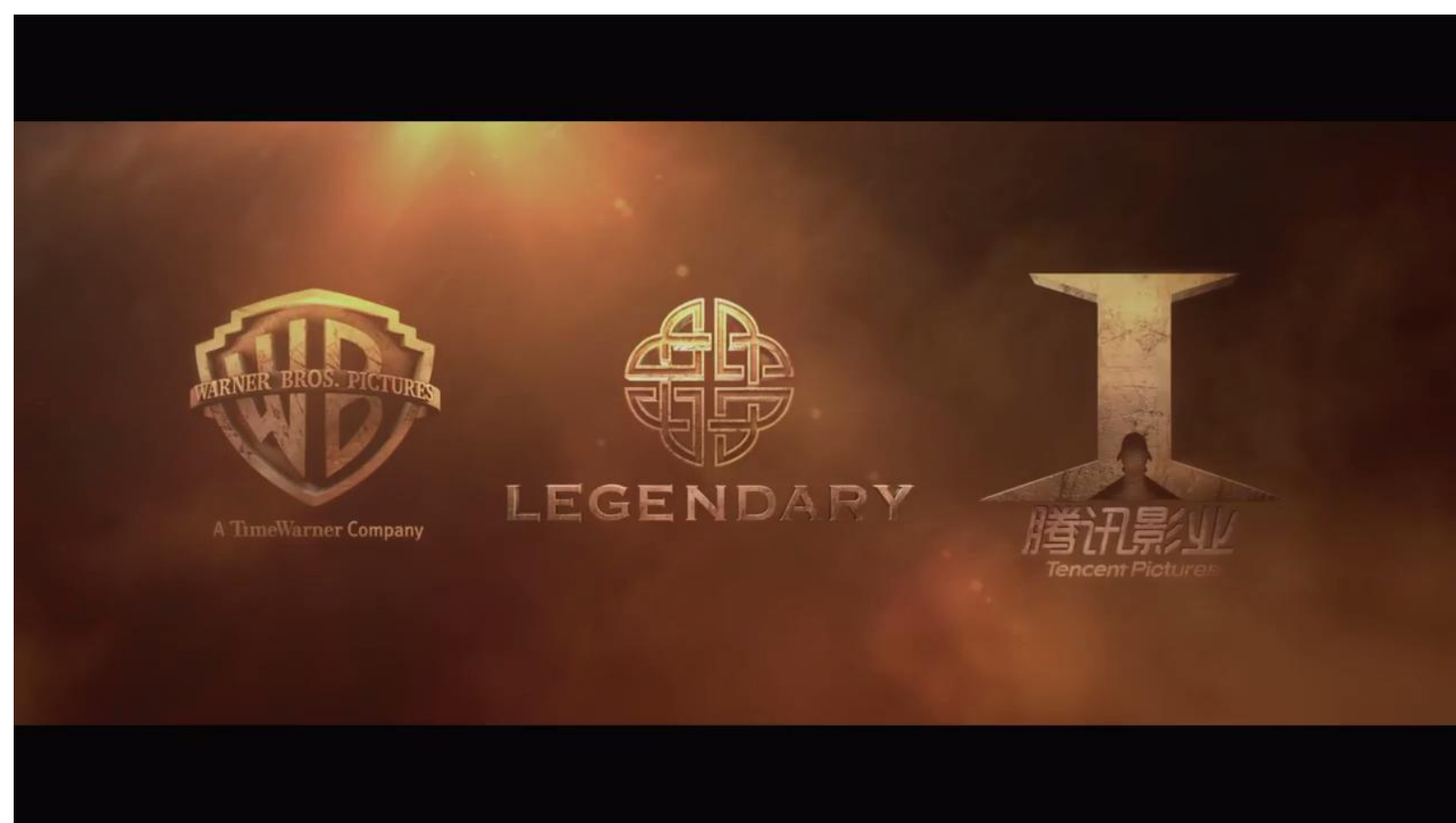
Viewability time: 7.31s

Impressionen in Webseiten:

youtube.com: 97.00%
Other: 2.09%
jetztspielen.de: 0.91%

„KONG Skull Island” film
Spot duration: 10 sec
VCR=75%

Media mix





Gemius SA
18 B Postępu Street
02-676 Warsaw



Thank You

www.gemius.com