

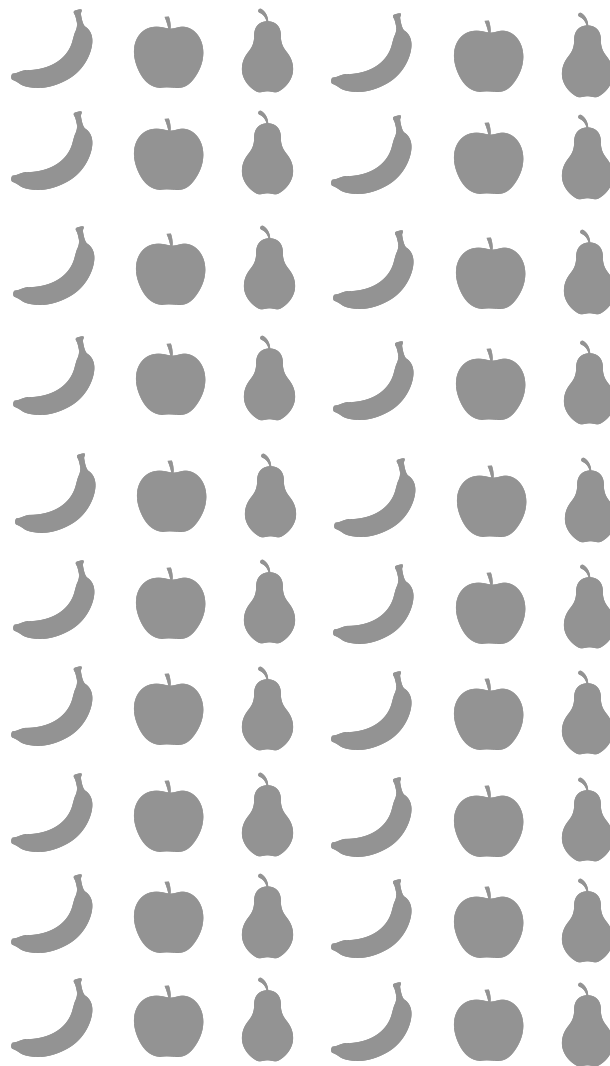


Cross Media Measurement Audit 2021

The need to sort things out – a framework
for ad purchases and delivery



Sveriges
Annonörer



Cross Media Measurement Audit Sweden



The Cross Media Measurement project team in Sweden has created a new model to visualize the ad deliveries in all media categories and what type of measurements are currently available.

The model for the Advertising Value Chain has been used in this audit report to show how the ad market works in Sweden.

The Audit finds that we often use incorrect definitions for ad purchases and deliveries, the phrase “the ads have been seen” is often used throughout reports, misleadingly, giving the ads a higher value in the value chain, all the way from purchase to delivery.

The absence of clear guidelines for definitions used in advertising makes it difficult for the advertisers to evaluate their Cross-Media campaigns.

The Audit Report is a vital keystone for the Swedish Cross Media Measurement project, as it shows how the Advertising Value Chain actually works in the market.

By using the definitions in the Advertising Value Chain in a coherent way, our industry can enable true cross media evaluations for their ad investments.



Sveriges Annonörer
Cross Media Measurement
Head of project: Peter Mackhé

Cross Media Measurement Audit Report



When we created the Advertising Value Chain model for the Cross Media Measurement project, we had a hypothesis that we were lacking common definitions, standards, measurements and currencies across the media channels for ad purchase and reporting.

We suspected that the ad purchases and reporting could not be made in a coherent way, cross-media, through the process of briefing, planning, buying and reporting. This as a result of definitions and measurements not being clearly defined or easily comparable for different media types in the value chain.

To investigate the use of currencies and measurements through the process of media planning and buying, we decided to conduct an audit to map out the definitions used from brief to planned, bought and reported. The audit was performed on multimedia campaigns from some of Sweden's largest advertisers.

This audit of the advertising value chain with campaigns from eight large advertisers broken down into each media category, shows how the definitions are currently used through the process.

The audit is at tool that shows the current state in the advertising market and where we are regarding coming closer to a Cross Media Measurement solution.

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The report is a support for planning, evaluating and reporting media buying. It should not be used as the sole instrument for media selection.

Sveriges Annonörer – Cross Media Measurement Sweden –
Project Team: Peter Mackhé, Fredrik Hallberg, Sofie Westerstrand

The project team and sponsors



Project Team



Peter Mackhé – Sveriges Annonsörer



Fredrik Hallberg – Polarsken Consulting



Sofie Westerstrand – Scream Mediabyrå

Sponsors



Google – Lisa Blom



JCDecaux – Magnus Heljeberg



TV4 – Malin Häger

Project committee – Members of the board

Sveriges Annonörer



Lantmännen – Andreas Wallin



McDonalds – Christoffer Rönnblad



Telia – Per Carleö



ICA – William Sävblom



Fossil Free Marine – Karl-Oskar Tjernström



Synsam – Michael Grimborg



KRY – Kristoffer Stenqvist



BMW – Marie Dellbrant



Sveriges Annonörer – Hanna Riberdahl

Industry partners



MMS – Pirjo Svedberg



Kantar Sifo – Yvonne Pernodd



Outdoor Impact – Mats Rönne



IAB Sweden – Kenneth Danielsson



TU – Jan Fager



Sveriges Mediebyråer – Daniel Eriksson



Hear Mediabyrå – Jochum Forsell

Media partners



JCDecaux – Neil Eddleston



TV4 – Mikael Ekelöf



Google – Carsten Andreasen



Google – Niels Marslev



Audited advertisers



ADVERTISER:	A	B	C	D	E	F	G	H
CUSTOMER RELATIONSHIP	DIRECT	INDIRECT	DIRECT	DIRECT	DIRECT	DIRECT	DIRECT	DIRECT
OFFLINE STORES	✓	--	✓	--	--	✓	✓	--
ONLINE STORES	✓	--	✓	✓	✓	✓	--	✓
COMPANY AGE	ESTABLISHED	ESTABLISHED	ESTABLISHED	SCALE-UP	ESTABLISHED	ESTABLISHED	ESTABLISHED	ESTABLISHED
ANNUAL MEDIA BUDGET SIZE	LARGE	MID	MID	MID	MID	MID	LARGE	MID
NO. OF CHANNELS USED	5	4	4	6	5	5	9	6
MEDIA CHOICE DECISION	DECENTRALIZED	CENTRALIZED	CENTRALIZED	DECENTRALIZED	DECENTRALIZED	DECENTRALIZED	DECENTRALIZED	DECENTRALIZED
BRIEFED BUSINESS KPI:S	SALES	SALES	TRAFFIC TO STORES	SALES	SALES	---	SALES	SALES
BRIEFED MEDIA KPI:S	--	--	REACH TRAFFIC	---	REACH FREQ	---	---	REACH VIEWS
IN-HOUSE AGENCY	✓	--	✓	✓	✓	--	✓	--
MEDIA AGENCY	✓	✓	✓	✓	✓	✓	✓	✓
PERFORMANCE AGENCY	--	--	✓	--	--	--	--	--
SEO SEM AGENCY	--	--	✓	--	--	--	--	--
SOCIAL MEDIA AGENCY	--	--	✓	--	--	--	--	--
POST CAMPAIGN EVALUTION	✓	✓	✓	✓	✓	✓	✓	✓
BRAND TRACKING	✓	✓	✓	✓	✓	✓	✓	✓
PERFORMANCE REPORTING	✓	✓	✓	✓	✓	✓	✓	✓

Executive summary of the audit



ADVERTISER



CONSULTANT | AGENCY



PLATFORMS | MEDIA

AUDIT CONCLUSION	AUDIT CONCLUSION	AUDIT CONCLUSION
<ul style="list-style-type: none"> • Hard to know how many people you reach per channel and in total. • Hard to know what is bought and delivered per channel and in total. 	<ul style="list-style-type: none"> • Hard to plan for net reach and frequency across different media/platforms. • Hard to evaluate media/platforms deliverables, due to non comparable metrics. 	<ul style="list-style-type: none"> • Platforms/media risk devaluation of their contact quality and their ad inventory. • Unfair and distorted market competition, due to self reported measurements and metrics.
CONSEQUENCE	CONSEQUENCE	CONSEQUENCE
<ul style="list-style-type: none"> • Hard to plan, optimize and make the media investment as effective and efficient as possible. • Hard to set quantified objectives and a specific investment budget. 	<ul style="list-style-type: none"> • Hard to prioritize media investments and allocate a media budget. • Hard to set a media budget since net incremental people visible ad reach is difficult to assess. 	<ul style="list-style-type: none"> • Hard to argue for incremental added value and to become an essential part of a larger media mix. • Less incentive for innovation, development and progress, due to confused reporting.
SUGGESTED ACTION	SUGGESTED ACTION	SUGGESTED ACTION
<ul style="list-style-type: none"> • Take an active part in the Cross Media Measurement initiative. • Use the Cross Media Value Matrix for planning, reporting and evaluation of media investments. 	<ul style="list-style-type: none"> • Encourage advertisers/clients to take an active part in the Cross Media Measurement initiative. • Use standards and definitions outlined in the Cross Media Value Matrix. 	<ul style="list-style-type: none"> • Make sure numbers and metrics are 3:rd party reported according to CMM definitions. • Initiate projects developing your product towards visible people ad reach.

The Cross Media Measurement project



This local Cross Media Measurement initiative in Sweden is a part of WFA – World Federation of Advertisers initiative. It follows the key principles WFA established, including four key components for measurement: Panels; Census Data & Identity; Reach and Frequency Estimator; and System Outputs.

Having a great legacy of measurement in Sweden, the decision was made to use existing ones. In the first phase of the project we examined the advertising value chain to clarify where in the chain the ads were bought, where they were delivered and where the ads were actually displayed.

In the project committee we have participation from several of the biggest advertisers who are members within Sveriges Annonörer, the Swedish advertisers association.

Several of the major measurement institutes did also participate, such as MMS – TV-measurement, Kantar – print, display, radio, pod, and Outdoor Impact – outdoor ads.

The following industry organisations are also part of the committee: IAB Sweden – Interactive Advertising Bureau Sweden, SMB – Swedish media agencies organisation, TU – the newspaper publishers organisation.

Thus, a majority of the major stakeholders in the market are gathered in the project.

Sveriges Annonörer – Cross Media Measurement Sweden – Project Team: Peter Mackhé, Fredrik Hallberg, Sofie Westerstrand



LACK OF TRUST

TIME

TO STAY ON TOP OF RESEARCH
TO KEEP UP WITH INNOVATION
TO INVEST IN EDUCATION

KNOWLEDGE

"EXPERTS"
PERSONNEL
BOARD AND MGMT

MONEY

ROI/ROAS?
LONG/SHORT?
BUDGET?

Cross Media Measurement project: Sweden



CMM Initiative Deciding on the project

Project Objective
Project Financing
Project Members
Problem Definition
Problem Agreement

2020

1

Project objective and purpose



Project members and financing



Problem definition & agreement



CMM Framework Status assessment

CMM Value Chain
CMM Fact Sheet
CMM Audit
Current Status
Industry Education

2021

2

The Advertising Value Chain



Ad Reporting Fact Sheet



Audit – Brief Bought And Reported



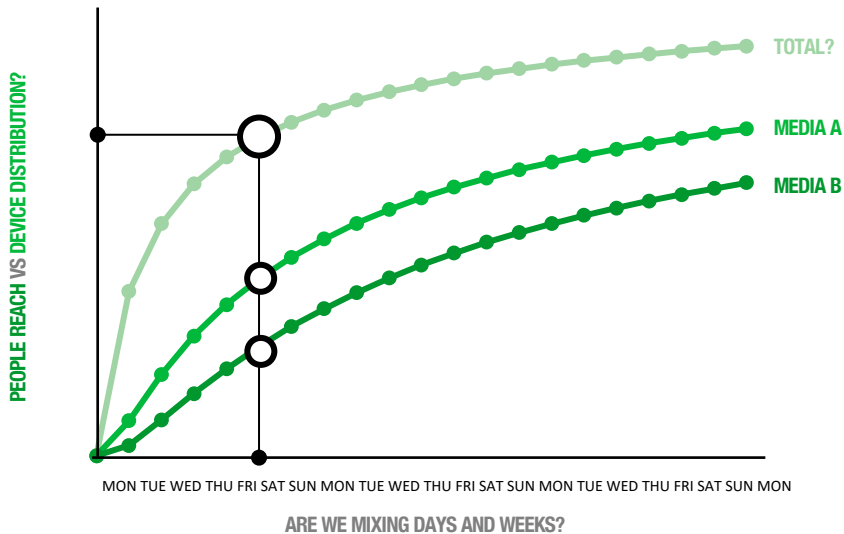
Cross Media Measurement purpose

We need the same currencies for media planning and ad buying if we want correct reach and frequency



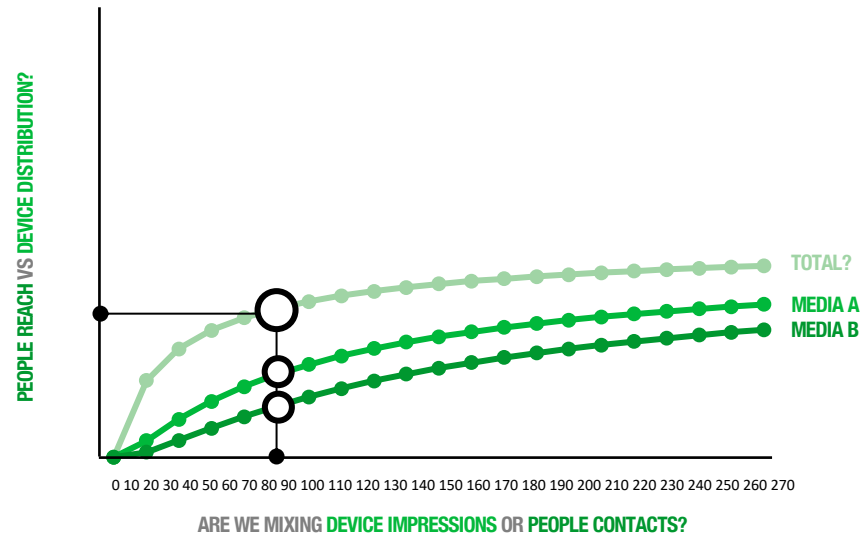
MEDIA PLANNING

MEDIA A + MEDIA B = TOTAL MEDIA REACH?



AD REPORTING

MEDIA A + MEDIA B = TOTAL AD REACH?



Cross Media Measurement definitions



PEOPLE 	CONTACTS	EXPOSURES	REACH	CONTACT-FREQUENCY	OTS	CPT
DEVICES MEDIA 	IMPRESSIONS	VIEWS	UNIQUE USERS	IMPRESSION-FREQUENCY	VIEWABILITY	CPM

People contacts is not the same as device impressions

Cross Media Measurement glossary



MEDIA REACH

The number of people reached by the media during a specified period.

AD REACH

The number of people reached by the ads during a specified campaign period.

UNIQUE (WEB) USERS

The number of unique devices, browsers or apps making server requests during a specified period.

CONTACTS

The number of visible ads exposed to people.

IMPRESSIONS

The number of ads requested from servers and Rendered on devices

VIEWS

The number of ads requested from servers and played on devices.

AVERAGE FREQUENCY (OTS)

The average number of contacts with people i.e. how many times people have the opportunity to see the ads.

VIEWABILITY

The level of rendering, coverage or completion of the ads on devices, browsers or apps.

CPT

The price for 1000 contacts with people i.e. the contact cost.

CPM

The price for 1000 rendered- or played ads on devices or apps.

eCPM

The price for 1000 rendered ads according to specific industry standards.



The Audit

Problems identified

Current situation with briefing

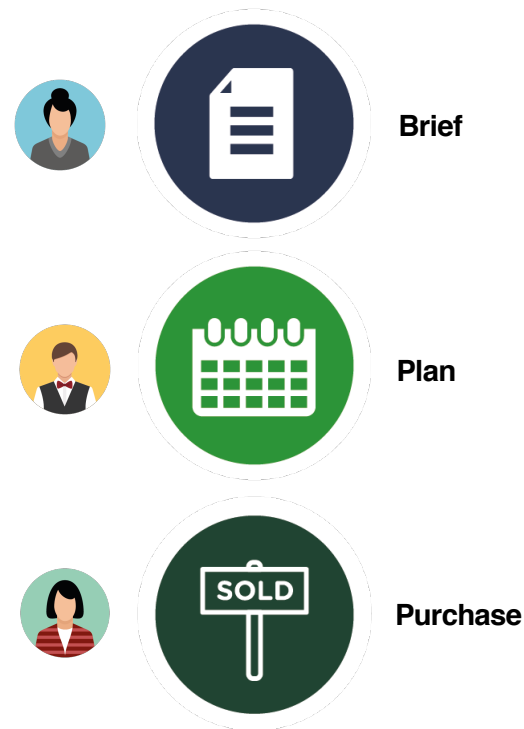


Media goals are not specified nor quantified

GOALS OBJECTIVES	KPI:S	QUANTIFIED
BUSINESS GOALS Desired outcome	> SALES > MARKET SHARE > MARGIN	> 100 > 100 > 100
MARKETING GOALS Desired outcome	> CONVERSIONS > FOOTFALL > TRAFFIC	> 100 > 100 > 100
COMMUNICATION GOALS Desired outcome	> AWARENESS > CONSIDERATION > PREFERENCE	> 100 > 100 > 100
MEDIA GOALS Required input	> REACH* > FREQUENCY* > CONTACTS VIEWS *	> N/A > N/A > N/A

*REQUIRED INPUTS NOT SPECIFIED NOR QUANTIFIED

Amongst the audited companies



Problems in the purchase process



Brief



PROBLEM | CHALLENGE

- BRIEF IN BUSINESS AND COMMS OBJECTIVE
- NO MEDIA OBJECTIVES SPECIFIED



Purchase



PROBLEM | CHALLENGE

- NO CLEAR DEFINITIONS OF WHAT METRICS ARE BOUGHT
- 1:ST OR 3:RD PARTY DATA NOT SPECIFIED IN PURCHASE



Plan



PROBLEM | CHALLENGE

- NO QUANTIFIED MEDIA OBJECTIVES
- NO METRICS DEFINITIONS SPECIFIED



Report

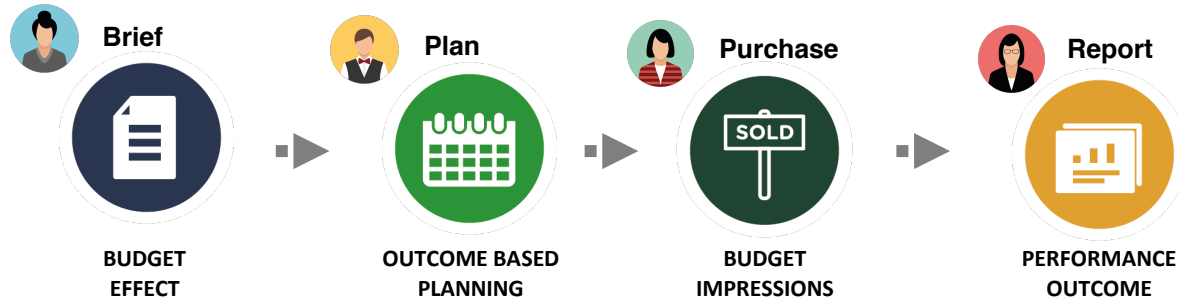
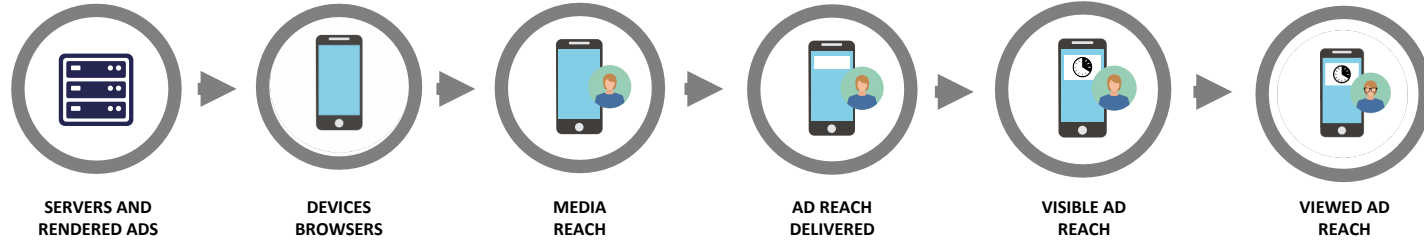


PROBLEM | CHALLENGE

- SYSTEMATIC REPORTING ERROR
- DEVICE BECOMES PEOPLE | VISIBLE BECOMES VIEWED ETC.

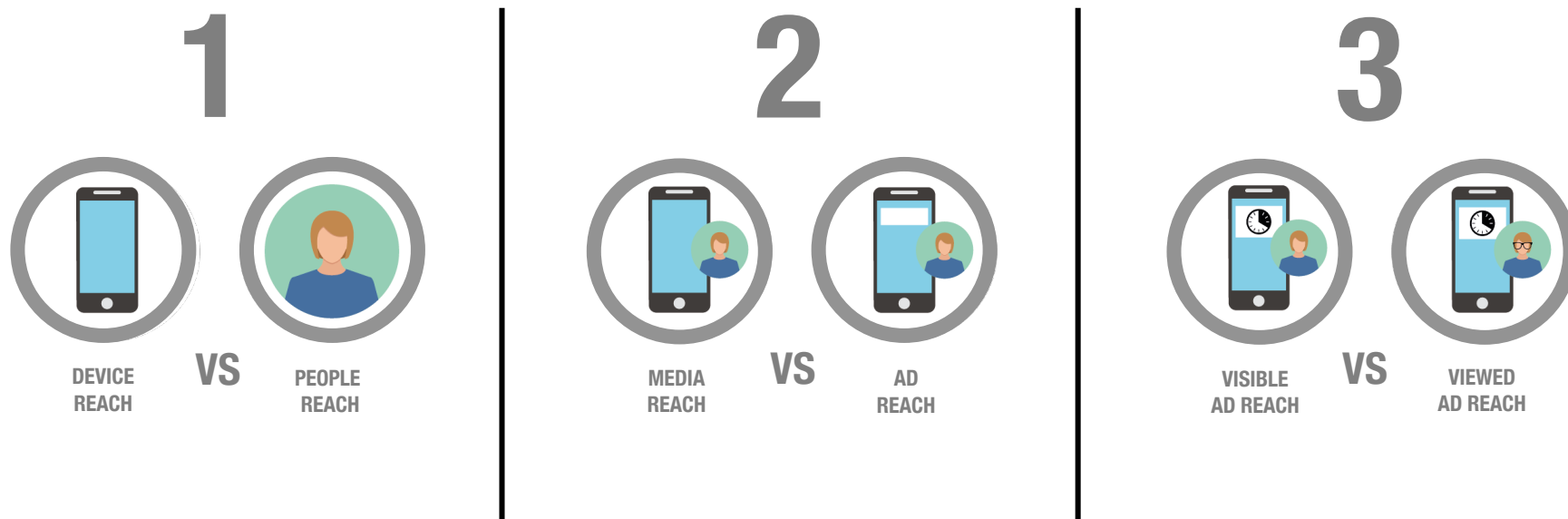
Amongst the audited companies

Current media buying process



Amongst the audited companies

Problems identified by the audit



Due to lack of common definitions, standards, measurements

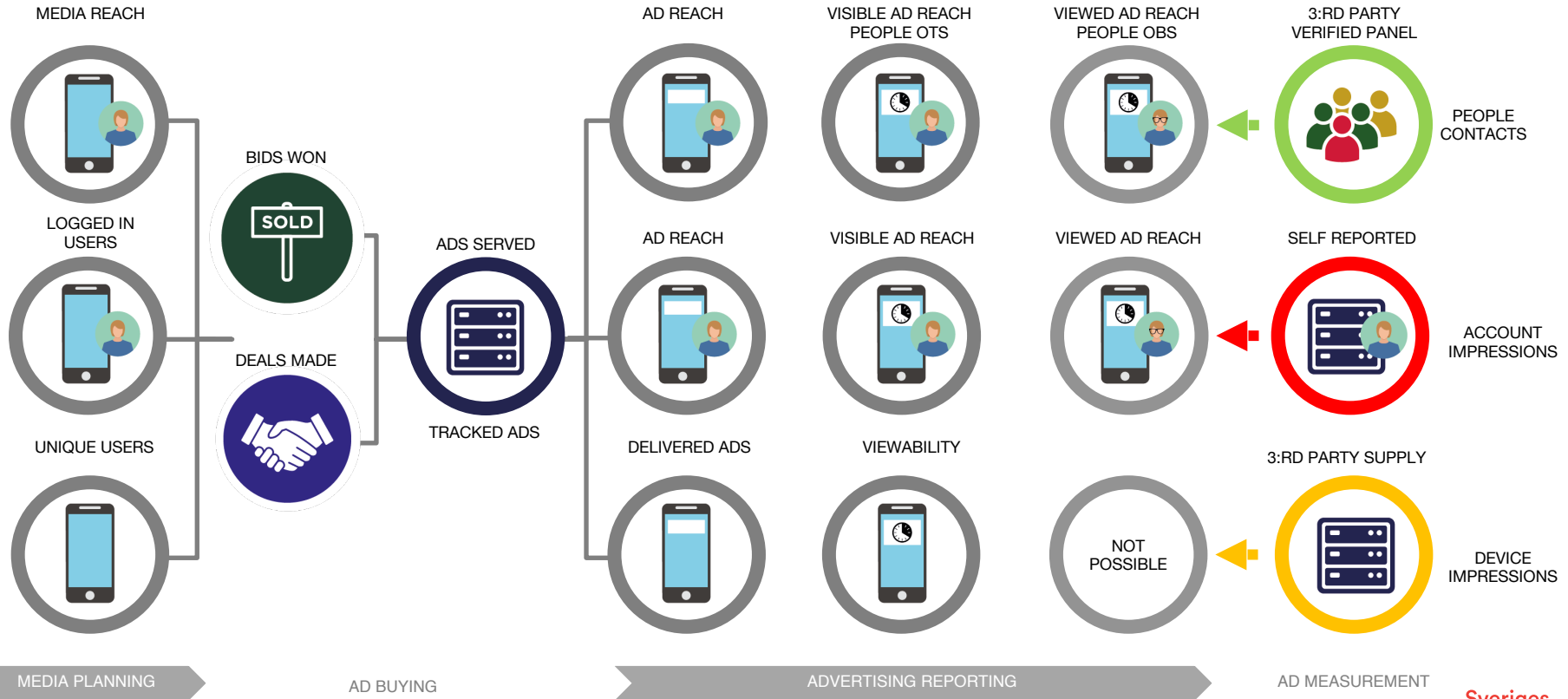


The Audit

The Advertising Value Chain

The ad buying process

From media planning to ad buying reporting and measurement



Media reach measurement

Media planning

Media reach measurements show the number of people reached by the media during a specified period



Green

3:RD PARTY VERIFIED | AUDITED

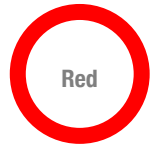
Media reach and distribution is reported and verified by a 3:rd party industry body.



Yellow

3:RD PARTY SUPPLIED

Media reach and distribution is reported by the media but validated by a 3:rd. party accredited standard.



Red

SELF REPORTED DATA

Media reach and distribution is self-reported by the media/platform.

MEDIA REACH



LOGGED IN
USERS



UNIQUE USERS



MEDIA PLANNING

BIDS WON



DEALS MADE



Ad reach measurement

Evaluation of ad campaigns



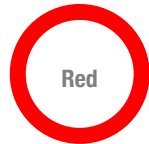
Ad reach measurements show the number of people reached by the ads during a specified campaign period



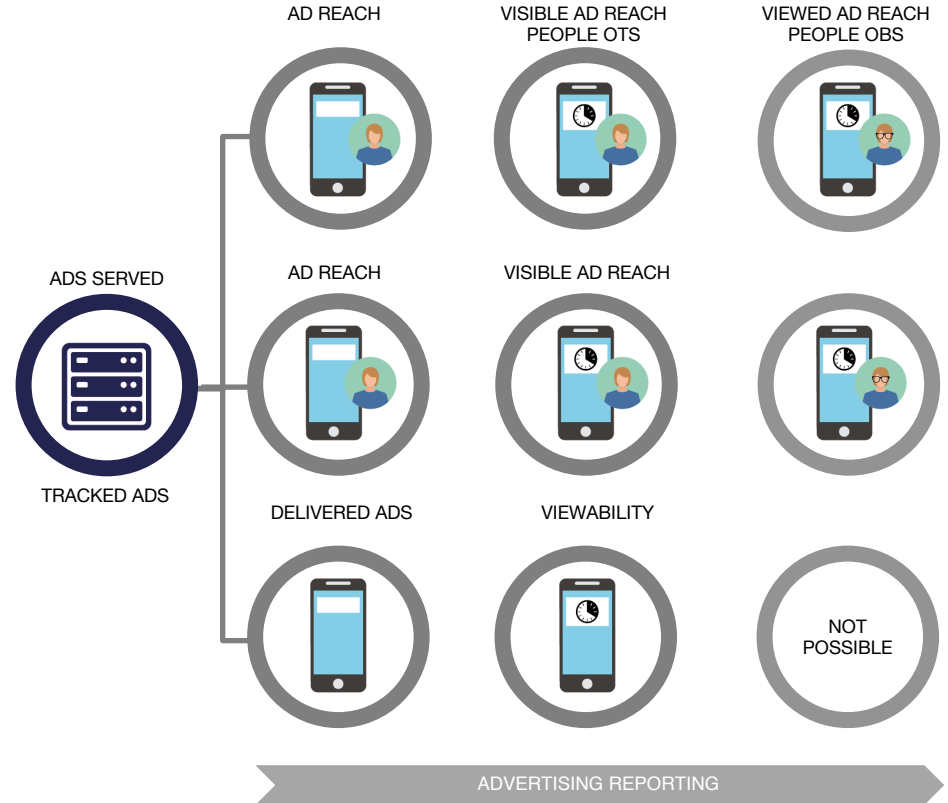
3:RD PARTY VERIFIED | AUDITED
Ad reach and distribution is reported and verified by a 3:rd party industry body.



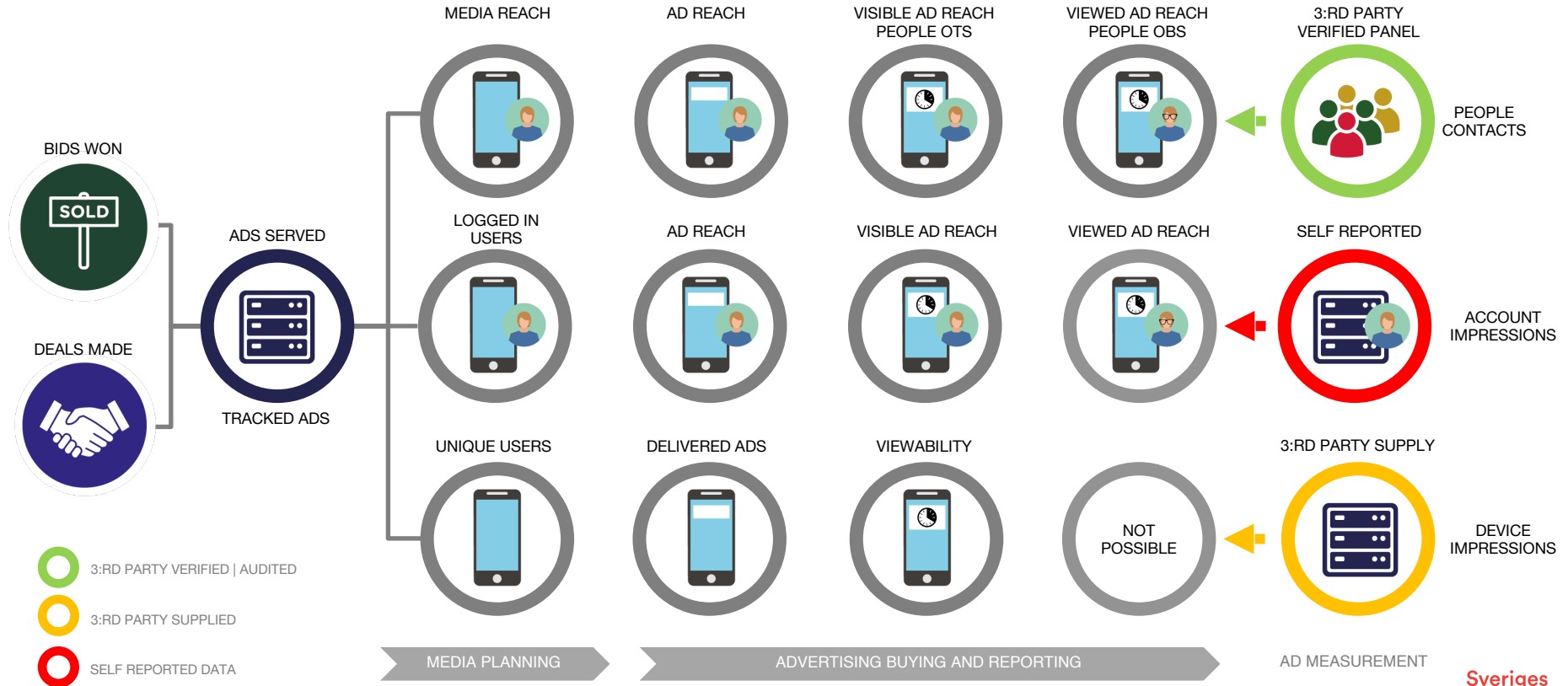
3:RD PARTY SUPPLIED
Ad reach and distribution is reported by 3:rd party ad-system suppliers using accredited standards



SELF REPORTED DATA
Ad reach and distribution is self-reported by the platform/media. Can be accredited but is not verified by a 3:rd party.



The Advertising Value Chain

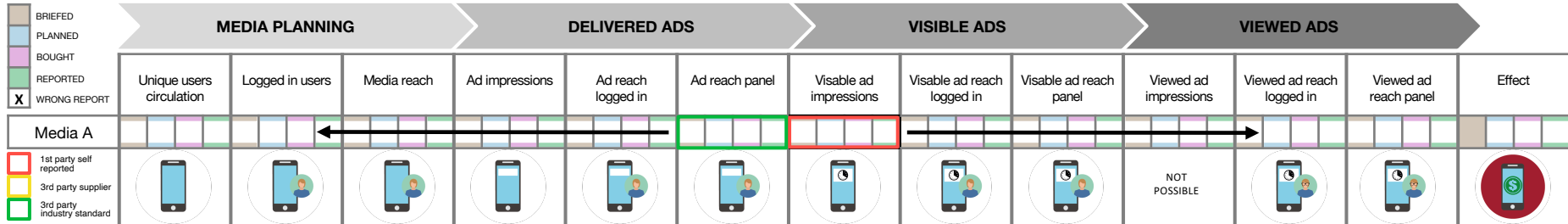




The Audit

Findings from the study

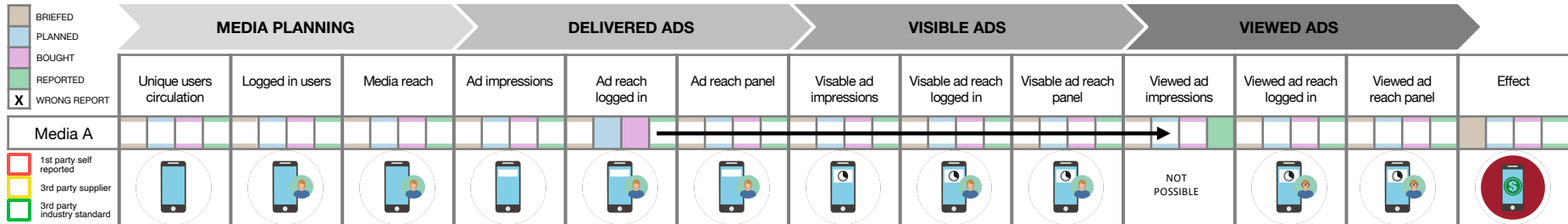
The Advertising Value Chain in the Audit



Advertisers ideally want to have their purchases

- To be bought and reported in the same column
- Measured by a 3:rd party industry standard - green not red
- Not be reevaluated in a different place in the value chain – marked as an arrow

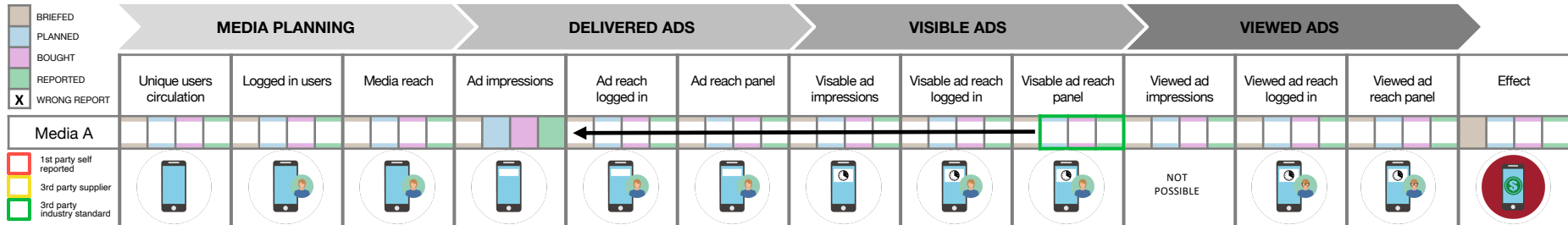
All ads are "seen"



Consequence for the market

- Drives the market to buy the cheapest impressions
- The ads gets revaluated to the highest quality (which is not possible)
- By revaluating the ads to a higher quality there's no incentive for improvements

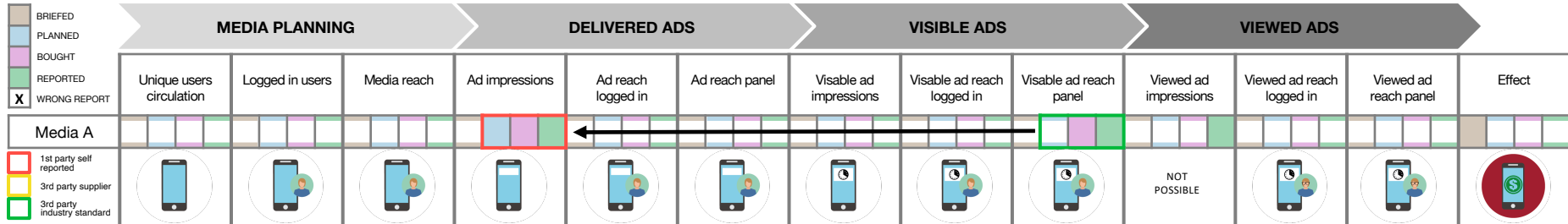
”A contact is a contact”



Consequence for the market

- Delivered impressions is not the same as a contact with a person
- Buyers do not value people contacts higher than device impressions
- Drives the market to buy the cheapest impressions

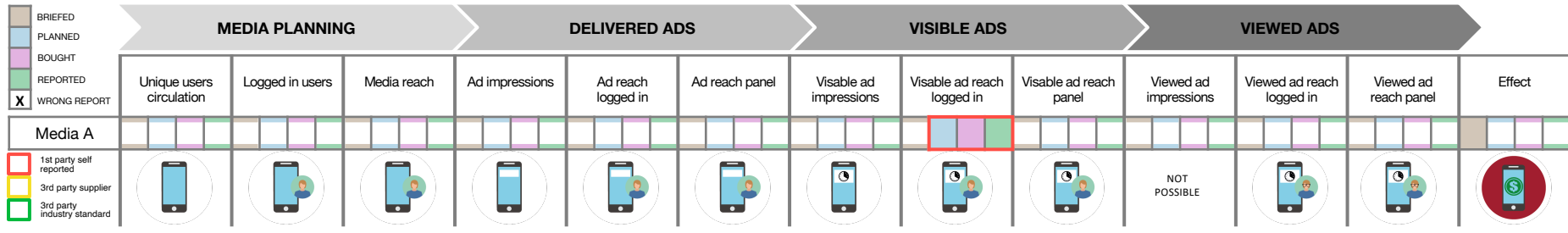
Sainsbury Formula



Consequence for the market

- All ads get devaluated to the impression level
- There is no consideration taken to visibility metrics
- Drives the market to buy the cheapest impressions

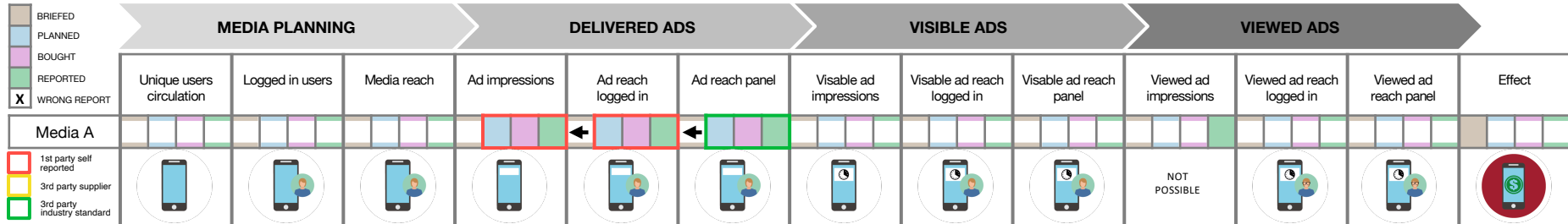
1:st party self reported data



Consequence for the market

- Lack of transparency of the ad buying- and reporting metrics
- We don't know what we get for our ad investments
- Sell side dictates the terms for the market

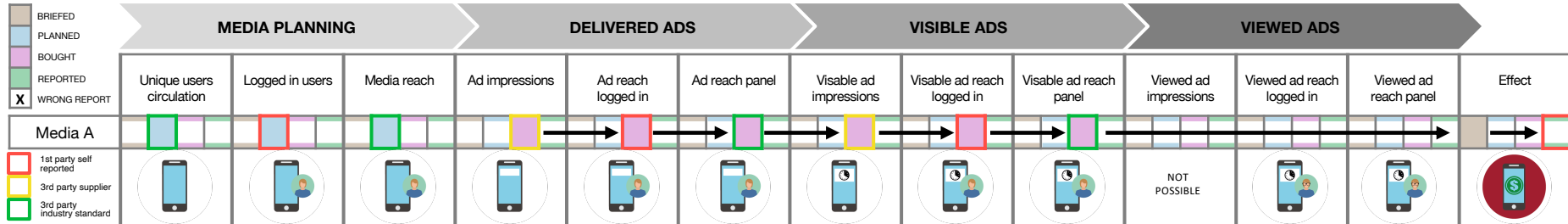
Mixed 1:st and 3:rd party reporting



Consequence for the market

- 3:rd party metrics gets devaluated and mixed with 1:st party metrics
- All metrics are shown in one dashboard which gives an illusion of precision
- Makes it hard to evaluate the campaigns cross media due to mixed currencies

Outcome based planning and reporting



Consequence for the market

- The buying process is based on effect and outcome
- Different ad currencies are not evaluated nor valued by the buyer side
- Media investments are valued on multi touch attribution – no need for cross media measurement



The Audit

Methodology ECI

Methodology



OBJECTIVES & SAMPLING & LIMITATIONS

OBJECTIVES

The main objectives of the study conducted by ECI Media Management AB in cooperation with Sveriges Annonsörer:

1. Identify media definitions used in written documentation (brief, planned, bought and reported)
2. Clarify the terminology that was used
3. Identify data validation methods used

The overall objective was to identify all types of challenges within the process.

SAMPLING

Invitation has been sent to selected members at the Association of Swedish advertisers.

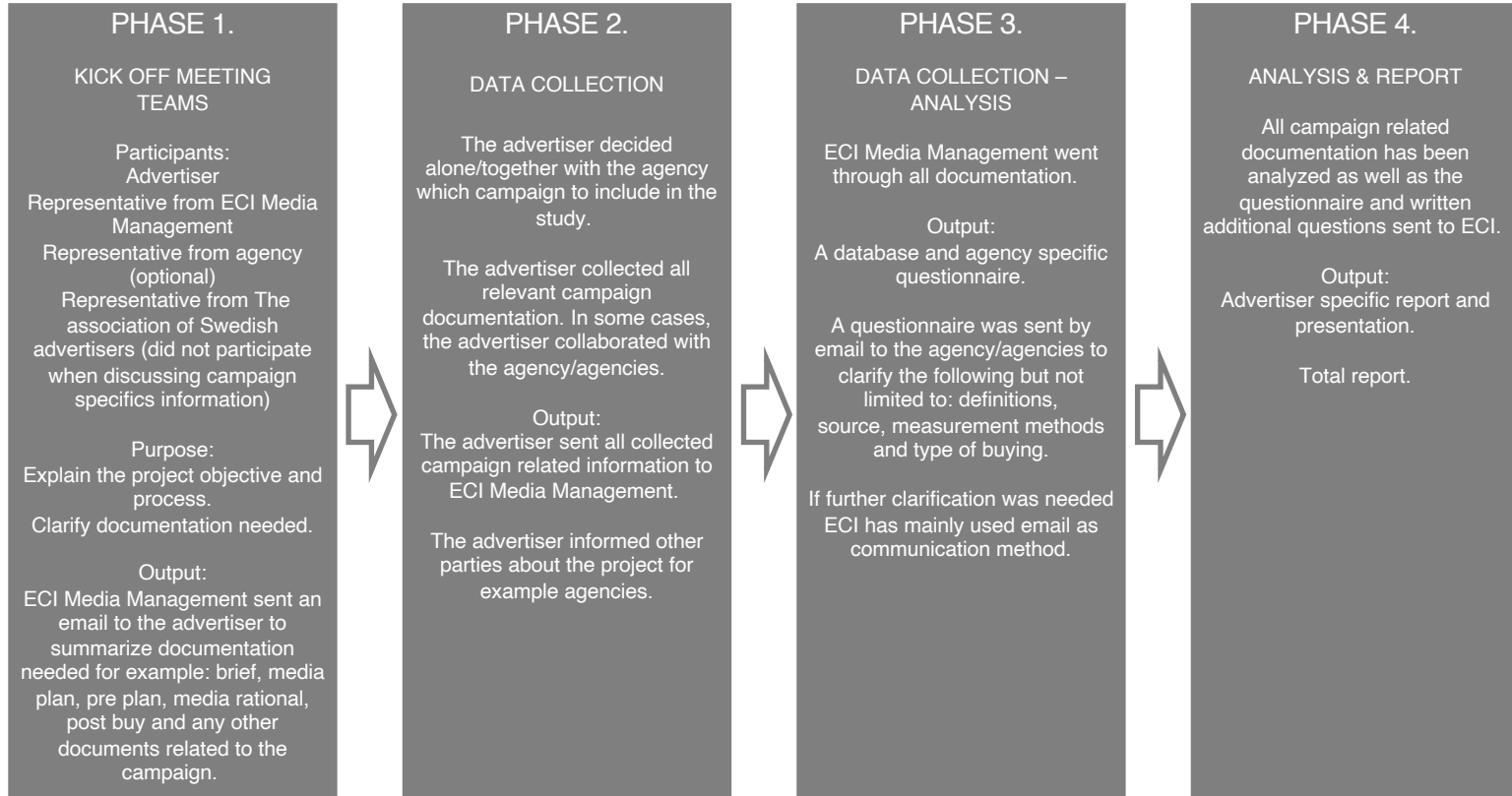
Eight advertisers from different categories participated in the study.

LIMITATIONS

The results are based on 1-2 campaigns selected by each participating advertiser.

Mainly written documentation has been included in the study to clarify the definitions.

The audit process





Sveriges
Annonssörer

