IAB International Webinar Series:
Making Measurement Make Sense Update & Implications

Thank you for joining, we will begin momentarily.

July 1, 2014
Agenda

- Welcome & Introductions
- Making Measurement Make Sense Update & Implications
- Speakers
  - Sherrill Mane, SVP Research, Analytics, and Measurement, IAB
  - Steve Chester, Director of Data & Industry Programmes IAB UK
- Q&A
Important Note on Q&A

- We will open a voice line for questions at the end of the presentations.

- Please ask questions using the GoToWebinar user interface. Type your question into the Chat box on the GoToWebinar user interface at any time during the presentations.
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  - Additional questions should be directed to Alexandra Salomon, Alexandra@iab.net
Making Measurement Make Sense: A Leadership Briefing for International IAB’s

July 2014
Making Digital Metrics Make Sense in a Cross Platform World

- Overview of Making Measurement Make Sense (3MS)
- Media measurement standardization in the US
- 3MS news
  - Update on viewable impression currency
  - Update on education and communication
3MS: Who Is Involved?

Supporters:

- Now under broad industry oversight of MRC
- To date, 300+ executives and industry experts have participated
3MS Mission

- Revolutionize the way digital media is measured, planned, and transacted in order to make it more valuable for everyone involved in brand advertising.
- Define clear standards-based metrics for interactive advertising that are comparable to legacy media.
- Support the Media Rating Council (MRC) as they set measurement standards and manage measurement change.
3MS: The Objectives

- Create the right digital currency and metrics
- Drive industry consensus around these solutions
- Identify ongoing standards-setting body

www.measurementnow.net
Media Measurement Standardization in the US

- For nearly 50 years, MRC’s mission has been to secure for the media industry and related users audience measurement services that are valid, reliable and effective;

- This is done by
  - Setting Standards
  - Conducting Audits to Verify Compliance with Standards.
3MS Five-Pillar Solution

1. Define impression
   - Shift from a “served” to a “viewable” impression standard

2. Establish audience currency
   - Introduce an online Gross Ratings Point (GRP) metric, providing reach and frequency reporting of viewable impressions

3. Standard classification of ad units
   - Implement classification system and taxonomy for banner, rich media, and streaming video ads

4. Brand ad performance metrics
   - Define standard and transparent metrics for view-through reporting and cumulative social activity

5. Brand attitudinal measures
   - Establish standards and vendor validation to improve methodology for online brand attitudinal studies

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3MS News

- MRC Viewable Impressions Advisory against trading on viewable impressions for display ended March 31, 2014
- MRC Reconciliation Study
  - Examines how and why accredited viewability measurement vendors produce disparate numbers
  - Is leading to refinements in vendor methods
  - Should result in plus or minus 10% tolerated range of differences
- MRC Video Viewable Impressions gating period on trading on viewable video impressions closed June 30th
3MS News


- ANA, 4A’s, IAB jointly hired Fleischman Hillard to manage 3MS communication
  - One voice/One dedicated resource
  - Support the evolution of the MRC

- May 30th, MRC kicked off cross ecosystem development and writing of standard for GRP’s – first digital and then cross platform – attended by 87 executives
Ad Classification System and Taxonomy: All Ad Units Are Not Created Equal

- Possible road map to learning about effects in a systematic fashion
- Supply chain simplification: transactions across sites should use the same ad unit terminology
- Advisory group finalized a draft taxonomy
- Agency creatives provided feedback on taxonomy
- Review and finalization with full 3MS advisory team
- Development of pilot test specs

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Beyond Viewable Impressions and GRPs

- GRP’s = Gross Rating Points = A count of impressions delivered by a media schedule
- R X F = GRPs
- Ability to count exposures and frequency across media is foundational to assessing impact
- All exposures are not created equal
- Broad, amorphous hypothesis: interactivity of ads contributes to building brands
Brand Ad Performance Metrics

- Which ad unit capabilities are most beneficial to enhancing brand ad performance for which goals?
- How can we measure the role of social media in building brands?
- What is engagement?
  - What are the core metrics?
  - Which engagement metrics are most important to building brands?
Brand Ad Performance Metrics: Engagement

- Hundreds of interactive “engagement” metrics made possible by digital measurability
- No consensus on which matter most
- No standard definitions
- 2013 IAB whitepaper “Digital Ad Engagement: An Industry Overview and Reconceptualization” outlines three major categories of engagement
  - **Cognitive**: awareness, interest and intention
  - **Physical**: user-initiated interaction
  - **Emotional**
  - Defines engagement
  - Identifies 30 core metrics

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Ad Engagement Definition

- “A spectrum of consumer advertising activities and experiences - cognitive, emotional, physical – that will have a positive impact on a brand.”

- Will tree up to MRC standardization efforts
3MS brand impact team agreed that counting likes is not the path to capturing empirical knowledge and value.

Agreement on need to define social activity and metrics that cumulatively build brands (social included in engagement whitepaper).

Initial industry follow up needs to be enhanced and accelerated.
- Need better understanding of connections between social and other media in building brands.
- Potential to work backwards from bigger concepts to discrete user activities.
Resources and Education

- IAB US 3MS Educational Forum (recordings available)
- New 3MS website
  www.measurementnow.net
Thank You

Q & A

This webinar will be made available on our site at:
ibab.net/events_training/interactive_insights_webinars
ibab.net/global

Please contact alexandra@iab.net with questions
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