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

**Thank you for joining, we will  
begin momentarily.**

July 1, 2014

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# Agenda

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- **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**

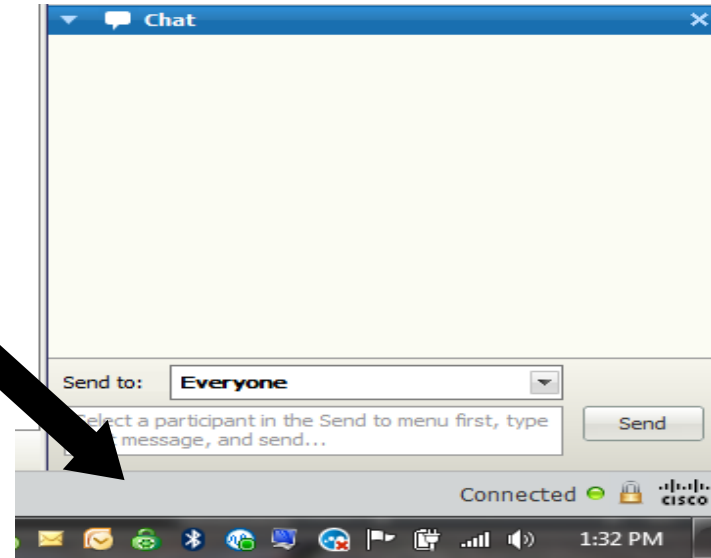


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# Important Note on Q&A

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# Making Measurement Make Sense: A Leadership Briefing for International IAB' s

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July 2014

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# 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?

**iab.**

**ANA**

**A's**

**Facilitators:**

**BAIN & COMPANY**

**MEDIALINK<sub>LLC</sub>**

**Supporters:**

**N** Newspaper  
Association  
of America

**OPA**  
Online Publishers  
Association

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



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# 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.

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# 3MS: The Objectives

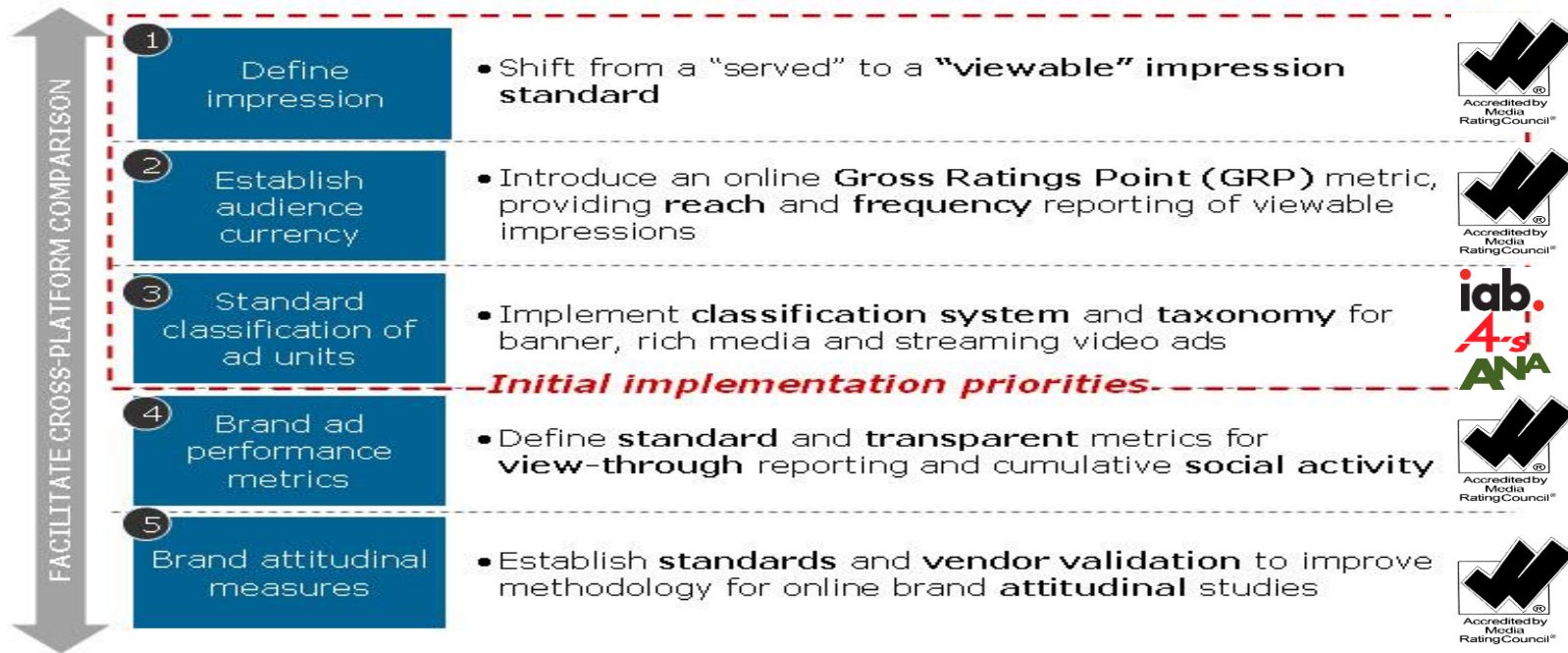
- Create the right digital currency and metrics
- Drive industry consensus around these solutions
- Identify ongoing standards-setting body



# 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



# 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

- Latest whitepaper released at IAB ALM (Feb 10, 2014) furthers 3MS Guiding Principle #4, entitled, “*The Advertising Engagement Spectrum: Defining and Measuring Digital Ad Engagement in a Cross Platform World*”
- 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

# Beyond Viewable Impressions and GRPs

- GRP's = Gross Rating Points = A count of impressions delivered by a media schedule
- $R \times F = \text{GRPs}$
- 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**
- 2014 IAB Whitepaper advances 3MS, “*The Advertising Engagement Spectrum: Defining and Measuring Digital Ad Engagement in a Cross Platform World*”
  - 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 tie up to MRC standardization efforts

# Brand Ad Performance Metrics: Social Media

- 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

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# Resources and Education

- IAB US 3MS Educational Forum (recordings available)
- New 3MS website  
[www.measurementnow.net](http://www.measurementnow.net)

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# Thank You

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## Q & A

This webinar will be made available on our site at:  
[iab.net/events\\_training/interactive\\_insights\\_webinars](https://iab.net/events_training/interactive_insights_webinars)  
[iab.net/global](https://iab.net/global)

Please contact [alexandra@iab.net](mailto:alexandra@iab.net) with questions



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