

Powerful Insights: How Research Grows Markets

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Driving growth with research

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IAB UK



Why research is important?

- Because evidence based decisions are crucial
- The IAB is impartial and reliable -not views of a single businesses
- Research has the power to bust myths and shape marketing budgets
- Some things only the iab can do
- It can be a key member benefit (2/3 members use our research)



Three categories of IAB UK primary research



Large: Commissioned agency research



Medium: IAB partner research



Small: IAB only research

Large projects

- + Large, show stopping projects and collateral
- + Depth of insight into a particular topic
- Expensive
- Long turn around time



Internet
Advertising
Bureau
UK

d.fferento/ogy

MOBILE
ADs
UNITE

IAB Mobile Advertising Research





Internet
Advertising
Bureau
UK

d.fferento/ogy



The Mobile Ads Guidelines



Internet
Advertising
Bureau
UK



DO'S

- Keep ads simple, fun, short
- Be creative
- Stay relevant (location and behaviour, especially with younger less privacy sensitive groups)



DON'TS

- Hijack the user experience
- Omit x/skip button
- Go straight to app store/other sites
- Overload by frequency
- Overload amount of data or ad size



Internet
Advertising
Bureau
UK



Real_Living

How devices compete for attention in the living room

Ethnographic study with two UK families



London family
Monitored for two nights



Bury family
Monitored for one night

Both families observed watching TV schedule and interviewed about device usage

The TV screen is dominant in the living room?



Busting myths about the modern living room

Myth 1:

The **TV screen is the dominant screen** in the living room.
Connected devices are used as 'second screens'

Real_Living:

All screens are equal, there is no hierarchy of screens.

Myth 2:

The **TV content / advertising schedule determines behaviour** in the living room

Real_Living:

The normal rhythm of **device usage determines behaviour** in the living room

Myth 3:

People are multi-tasking and **multi-screening**

Real_Living:

People are **switch-screening**, having micro-moments as they **jump between screens and activities**

Medium projects

- + Flexibility to work with non-traditional research agencies
- + Can achieve unique outcomes
- Partners can lack specific research experience



IMPACT: Award winning research

- IMPACT won a Bronze, trade body research, Media Week award
- Unilever pledged to increase digital spend upon seeing the results



Unilever to increase spend on digital shopper marketing after proving display ROI

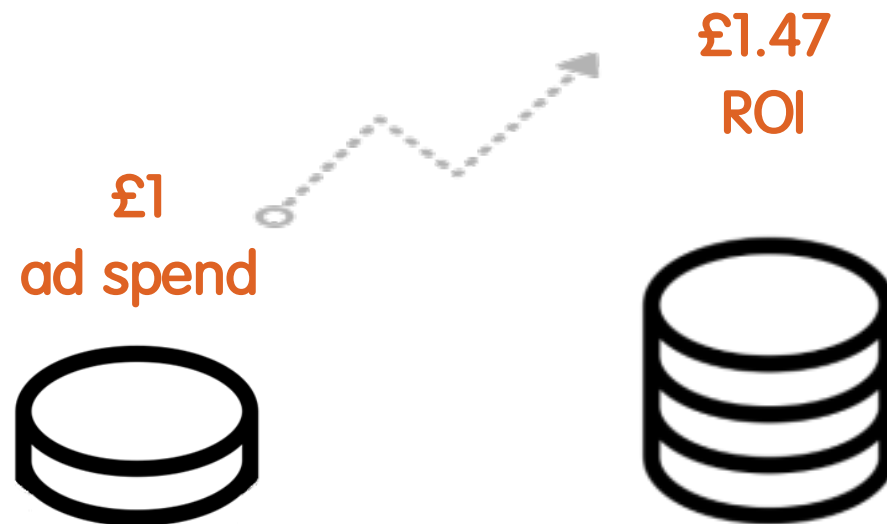
Project between Unilever, Aimia, Sainsbury's, i2c, Nielsen and the IAB aimed to quantify the impact of online display advertising on FMCG sales and brand awareness.

By Sarah Vizard 16 Mar 2017 1:17 pm



Wave 1 measured a positive increase in offline sales

- When measuring Sainsbury's sales, Wave 1 recorded a £1.47 ROI for every £1 spent (47p of increased sales)
- The project wanted to understand the halo effect of Sainsbury's branded advertising influencing sales in other supermarkets





To calculate “total supermarket sales”, Nielsen Homescan data was combined with Nectar’s



Sainsbury's

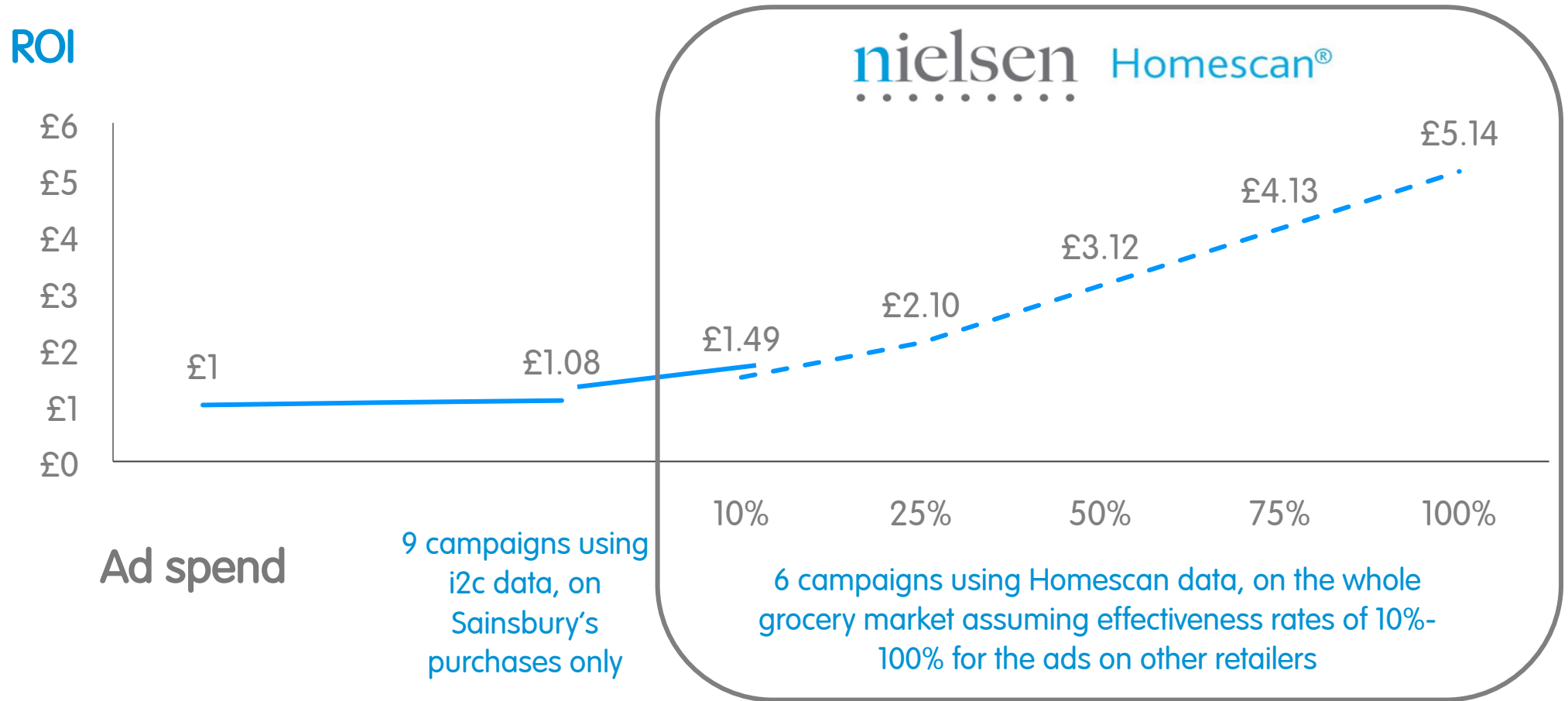


Waitrose





Understanding the effect on sales in all supermarkets



Source: IAB IMPACT Wave 2 research, October 2017

The ROI on the entire market is for 6 of 9 brands, using Homescan where we had robust enough results to measure.

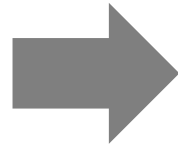
Based on sales of offer and total brand SKUs, across the campaign period and 6-week post period



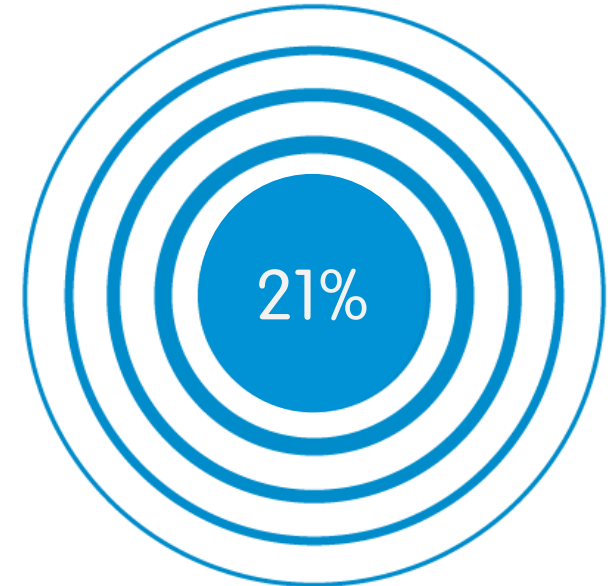
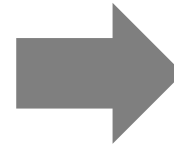
Sainsbury's branded ads are 21% as effective at driving offline sales in other supermarkets



Would potentially be looking in other supermarkets



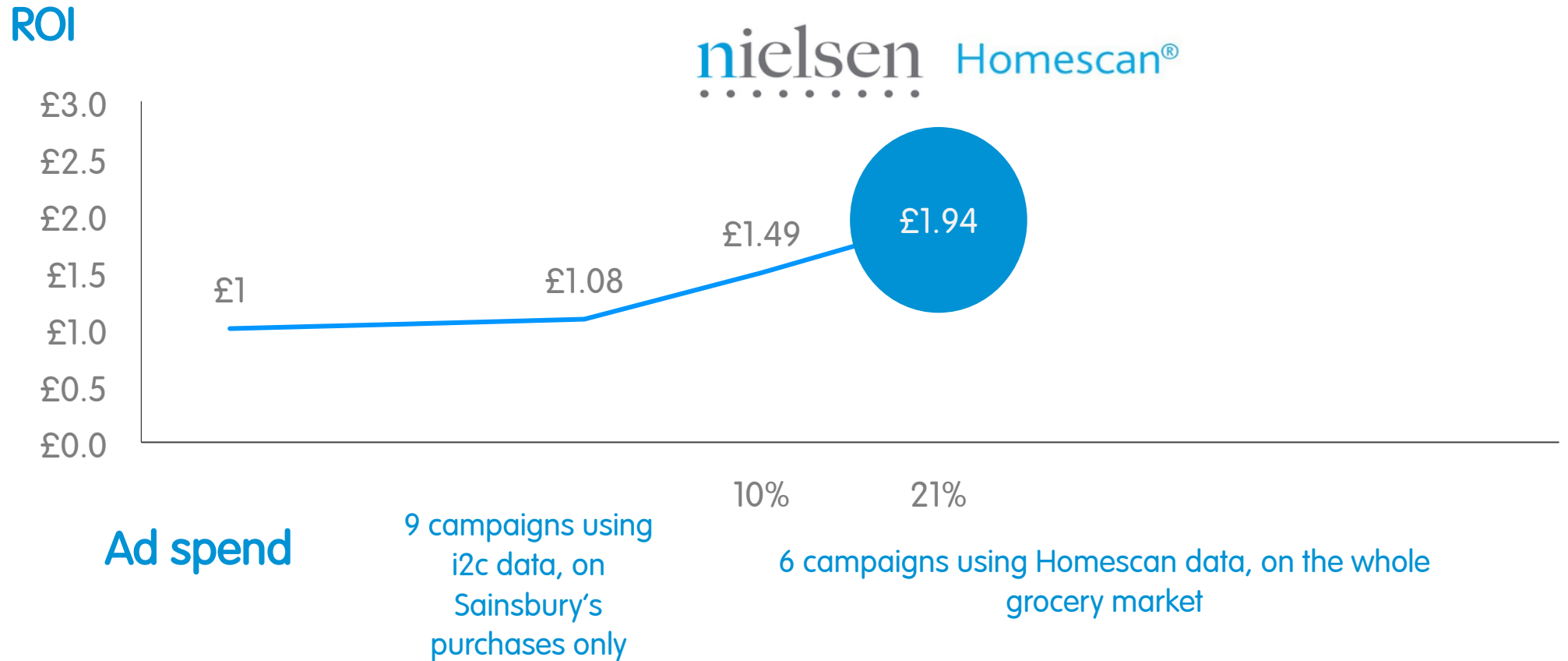
Would potentially be influenced to purchase as usual in a different supermarket



Sainsbury's branded ads are **21% as effective**



Online advertising delivered a total supermarket ROI of £1.94 for every £1 spent



Source: IAB IMPACT Wave 2 research, October 2017

The ROI on the entire market is for 6 of 9 brands, using Homescan where we had robust enough results to measure.

Based on sales of offer and total brand SKUs, across the campaign period and 6-week post period



Small projects

- + Often cheaper and quicker
- + Full control held by the IAB
- Limitations to what you can achieve

Understanding UK Ad Blocking



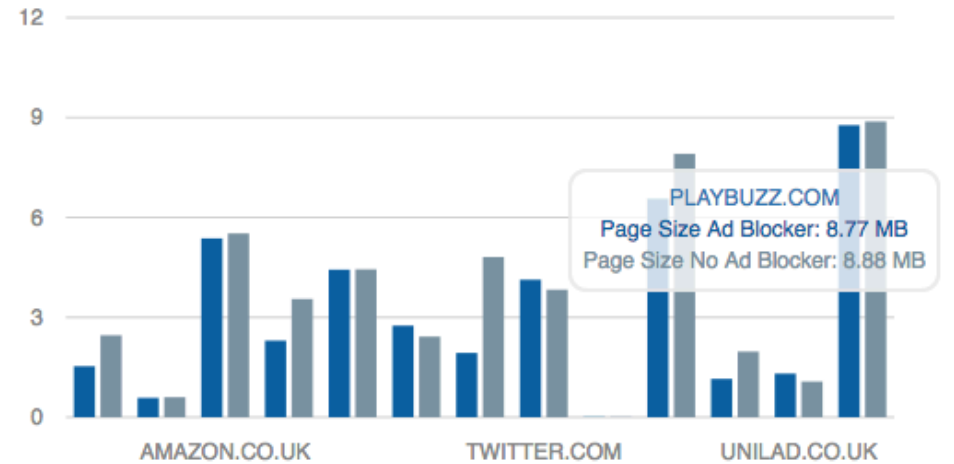
- Tool created to track and measure the weight and load speed of websites
- Created by an independent software engineer

Top 100 Ad Present URLs Dashboard

Global Top 100 URLs Top 200 URLs **Top 100 Ad Present URLs**

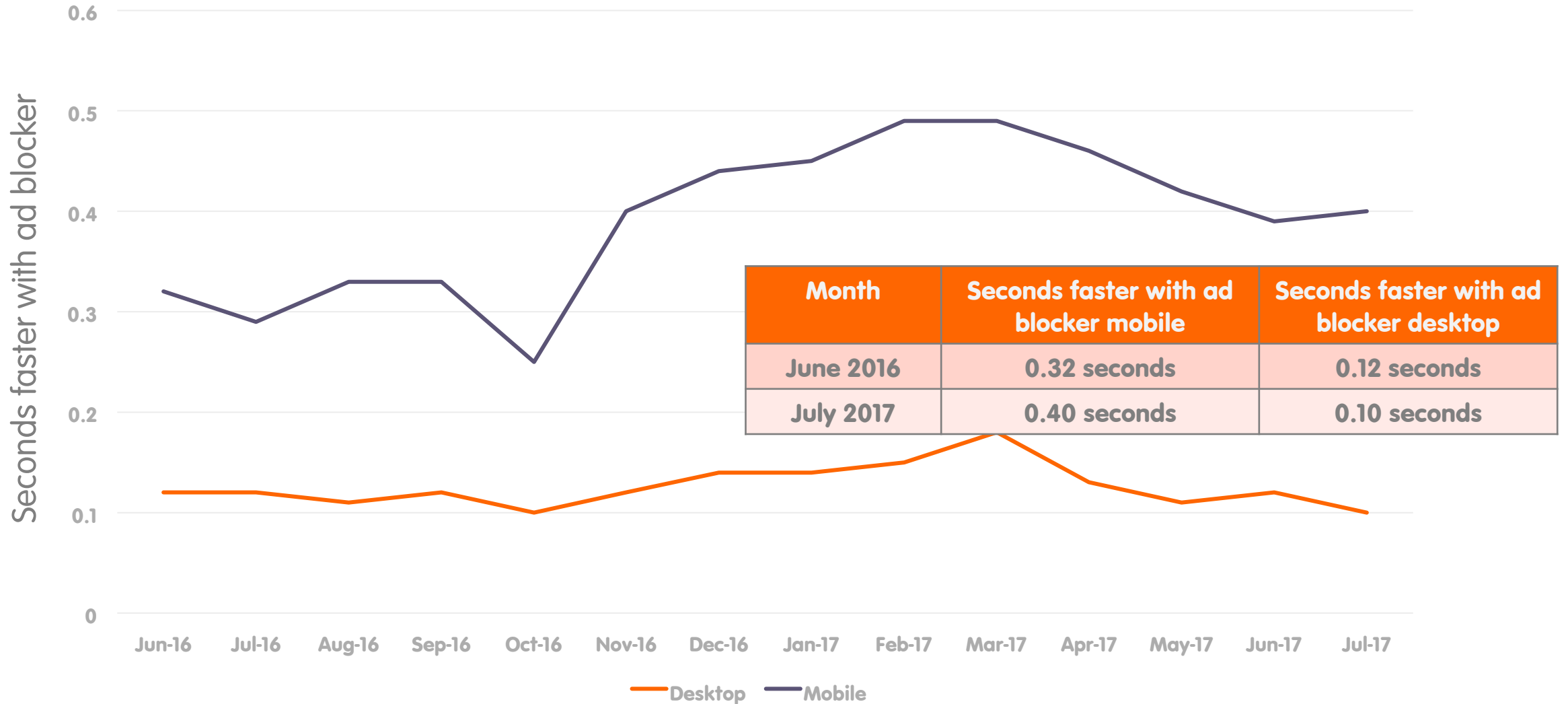
Page Size

Desktop





Delta between page load times with and without an ad blocker installed across top 200 ad funded sites





Free Research!

MobileMarketing

NEWS ANALYSIS INTERVIEWS GUEST COLUMNS VIDEOS WHITEPAPERS EVENTS AWARDS

Monday 10-03-2014 00:00

IAB: 12 OF UK'S TOP 50 FINANCE BRANDS HAVE NO MOBILE PRESENCE

Alex Spencer

IAB FINANCIAL SERVICES



12 of the UK's top 50 finance brands lack any mobile presence, according to research by the IAB.

MobileMarketing

The Mobile Finance Audit looks at the finance companies, including banks, insurers and loan providers, which spend the most on advertising in the UK.

26 of the 50 have an app - available in all cases on iOS, but only 20 on Android - and 34 have a mobile-optimised site. Compared to the IAB's previous industry audits, these sites featured a much more widespread use of responsive design. 11 finance brands have responsive sites, compared to just one in retail and two in travel.

24% of Top 50 UK finance brands have no mobile presence

The IAB picked up apps for both

"These audits really are what we've grasped the help them u

< Frees

What's Next for WhatsApp? >

Posted by [Stephen Rumbelow](#) on 11th March 2014 in [Industry News](#), [Mobile](#)

The IAB's Mobile Finance Audit (Feb-14) reveals that a significant number (24%) of the top spending 50 UK finance brands have yet to develop a mobile strategy - with the assessment criteria being to look at whether these top Finance brands had a mobile optimised site, tablet specific site, responsive web design, mobile optimised search and an app.

More worryingly, the IAB revealed that the majority of brands weren't optimising the full consumer journey - 58% hadn't optimised their data capture form on their mobile website for example. OMG is the UK's number one affiliate network for Finance and our Mobile Trends report 2013 highlighted unprecedented levels of growth through Mobile. In 2013 we saw the overall volume of mobile traffic across our network double, with almost one-third now originating from mobile devices. That compares to just 4% of traffic coming through mobile in 2011. Transactions through mobile have trebled in 2013, with mobile now accounting for 18% of all transactions, up from 8% in 2012.

There is a significant disconnect between mobile traffic and sales - with sales not keeping pace with the extraordinary growth in mobile traffic. The average conversion rate from mobile is around 7%, compared to 13% on desktop. That means sales are being lost as Finance

IAB research reveals top UK retailers struggle to be mobile and tablet ready

By Will Corry

74% of top spending retailers have mobile optimised sites, but only 8% have a tablet optimised site.

Research released in early June by the Internet Advertising Bureau UK (IAB) reveals that the uptake of mobile and tablet as key marketing components amongst the top 50 UK retailers has not yet been complete.

The Mobile Retail Audit was carried out between May and June 2013 and looked at a number of different mobile measures, including, optimised sites, apps, optimised search campaigns, and in store Wi-Fi across the 50 retailers spending the most on advertising in the UK.

► BLOGS AND INSPIRATION



revealed that although the majority of 50 UK retailers had a mobile

only 8% had a tablet optimised site, suggesting that although mobile is now ingrained within many retailing strategies, there are still fundamental elements missing. Research carried out by the IAB last year* called the Journey Observation (MOJO) showed the importance of retailers having a mobile and tablet strategy, with retailers of tablet users making a purchase on them every week. The MOJO research also revealed that tablet spend 4.4 hours on average a week browsing retail sites on their tablet.

brands that had a mobile optimised site, 81% had a transactional functionality to them. However if we take a look at an app (62%), just 48% of those apps were transactional, allowing the customer to browse and search for make a purchase.

howed that less than half (48%) of the top 50 UK retailers optimised their search campaigns for

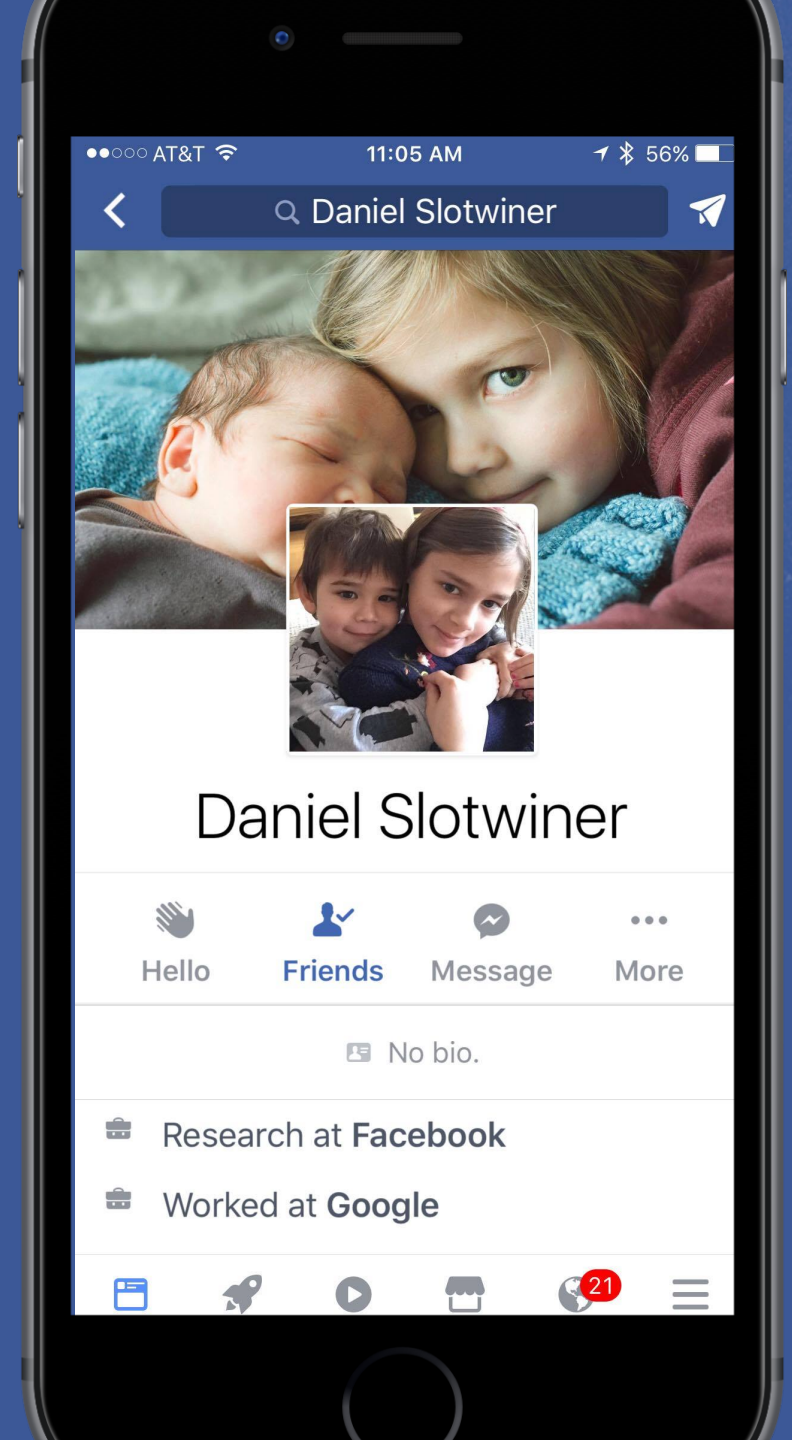


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Daniel Slotwiner

Advertising Research Director



The price of light is less than the cost of darkness

ARTHUR C. NIELSEN



Our Measurement Partners

nielsen

adjust

CyberZ

GfK

acxiom™

AppsFlyer

Nielsen Catalina SOLUTIONS

nc

ADWAYS

EPSILON®

neustar

dunnhumby

visualIQ®
Revealing Marketing Truth™

ORACLE® | Datalogix

KOCHAVA★

Localytics

COMSCORE.

QUANTIUM

MillwardBrown

experian™

KANTAR

MOAT

data**licious**

Integral
Ad Science



MRC audit of the
Facebook impression

TARGETING ACCREDITATION BY Q4

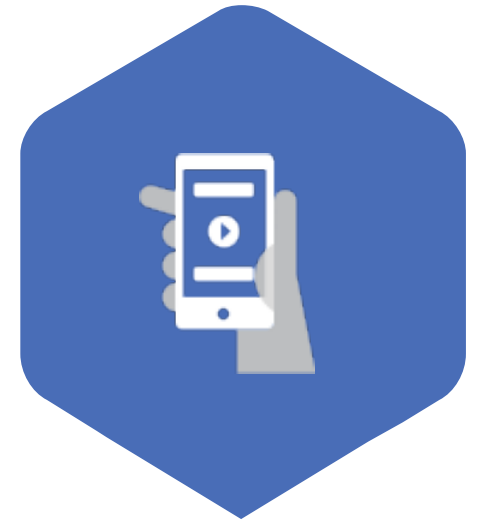
AUDIT COMPLETE



MRC audit of the 3rd
party viewability
vendor system

ACCREDITATION BY EOY

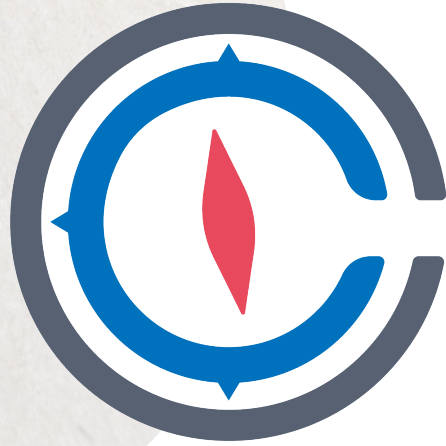
AUDIT IN PROGRESS



MRC audit of 2-
second video buying
(MRC consistent)

ONCE LAUNCHED
ACCREDITATION WILL TAKE
4-6 MONTHS

Solution: Creative Compass



Creative Compass is an internal creative diagnostic tool developed by Facebook

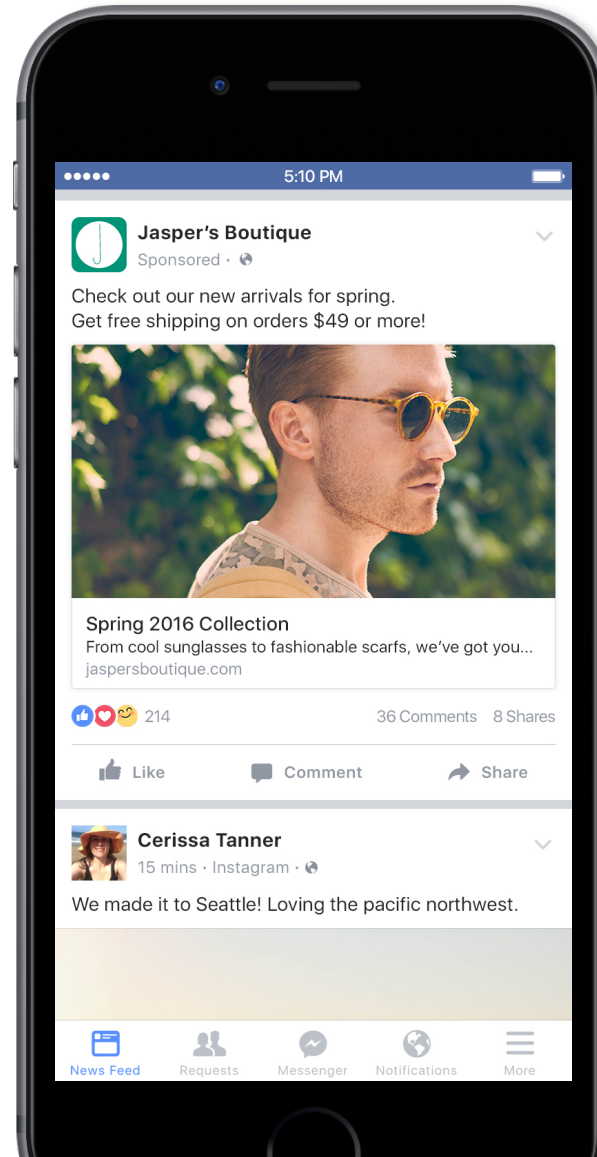
Creative Compass delivers diagnostics for advertisers to better understand creative quality

Ultimate goal – Answer 3 questions:

- Will this ad have visual impact in the feed environment?
- Is there clear branding in the ad?
- Is the messaging clear and able to convey a specific response?

QUESTION:

What makes / defines **good** creative on the Facebook platform?



- Defining **good** in terms of **business outcomes**
- Evaluating the execution, not the idea
- Defining creative in measurable pieces

Crowd-sourced Ad Ratings from Amazon Mechanical Turk

- Ads that are loaded in our system (they must have a creative id) can be submitted to Creative Compass
- Submitted ads are rated by raters on Amazon M-Turk along 10 dimensions, and under 2 conditions, for video and 7 dimensions for static
- 40 raters per dimension and condition
- Results are aggregated and the data is cleaned
- Ads with higher amounts of disagreements are weighted lower

Creative Compass Use Cases

Passive
Diagnostics

**LEVERAGE
AUTOMATED
CREATIVE
COMPASS
OUTPUTS IN UI
WHEN SPEAKING
TO LIFT RESULTS**

Retroactive Bulk
Analysis

**UNDERSTAND
CLIENTS HISTORIC
PERFORMANCE.
DEVELOP
BENCHMARKS &
ALIGN ON
APPROACH**

Pre-Testing
Creative

**TEST CREATIVE
PRIOR TO
CAMPAIGN
LAUNCH.
EVALUATE AMONG
A GROUP OF
CREATIVE**

Correlation to
Business Outcomes

**HIGH LEVEL
VALIDATION OF CC
DIAGNOSTICS TO
CLIENT SPECIFIC
OUTCOMES.
PROVIDE
GUIDANCE INTO
FUTURE ANALYSES**

Longer-term
Learning Program

**PROGRAM FOR
CONTINUOUS
CREATIVE
EVALUATION TO
POWER CLIENT
SPECIFIC
CREATIVE BEST
PRACTICES**

Category Meta-
Analysis

**REVIEW AND
ANALYZE
CREATIVE ACROSS
AN ENTIRE
VERTICAL TO
DEVELOP
CREATIVE
LEARNINGS**

Conditions for testing



Video Condition 1

3 SECOND VIEW
SOUND OFF



Video Condition 2

15 SECOND VIEW
SOUND OFF



Static

NO TIME LIMIT
SOUND OFF

Noticeability	✓		✓
Focal Point			✓
Showcase		✓	
Brand Association	✓	✓	✓
Brand Fit		✓	✓
Message Comprehension	✓	✓	
Believable		✓	
Different		✓	
Interesting Information/Information Content		✓	✓
Emotional Reward		✓	✓
Call-to-Action		✓	✓

Methodology: Do creative elements impact brand resonance?



Meta analysis of 1056 static ads

Associated with 231 Nielsen Brand Effect studies in the U.S.

English language only

Ad accounts for at least 5% of study impressions

Ads ran in-market between Jan 2014 – May 2015



Calculated scores for the 7 creative elements for each rated ad

Scores based on survey responses collected from Amazon Mechanical Turk workers



Data and statistical analysis

We matched ads to Ad Recall survey results

Descriptive analysis

Principal Components analysis

Multiple linear regression modeling

Methodology: Do creative elements impact sales?



Meta analysis of 727 static ads

Associated with 116 CPG DLX studies in the U.S.

English language only

Ads had to have a minimum impression threshold and were de-duped

Ads ran in-market between Jan 2014 – 2016



Calculated scores for the 7 creative elements for each rated ad

Scores based on survey responses collected from Amazon Mechanical Turk workers



Data and statistical analysis

We matched ads to Sales Lift

Descriptive analysis

Principal Components analysis

Multiple linear regression modeling