ADVANCED TV ATTRIBUTION: BUYER'S GUIDE

Our goal with this document–which follows the previously released OTT Video: An Overview and Advanced TV Targeting Guide–is to educate buyers on the benefits, opportunities, and processes for conducting attribution studies within the confines of Addressable TV/VOD and OTT/CTV. Attribution in Advanced TV is a unique, emerging practice that offers advertisers the opportunity to understand how data-driven, audience based TV campaigns can drive sales, awareness, purchase intent, and other measurable KPIs. Furthermore, buyers can start to understand which segments, platforms, and content they should be investing in. By tying household–level exposure to measurable outcomes, buyers can then apply these learnings to non-addressable campaigns, where these insights are not as readily available. This guide will provide you an overview of:

- Attribution Process Workflow
- Matching Exposure Data to Household
- Marketer's Benefits of Attribution Studies in Advanced TV
- What Can Be Measured with an Attribution Study?
- Align Key Information Prior to Launch
- What to Look for in an Attribution Partner
- Common Challenges, Solutions, and Best Practices

WHAT IS ATTRIBUTION?

The process of identifying a set of user actions across screens and touch points that contribute in some manner to a desired outcome, and then assigning value to each of these events.

SINGLE TOUCH vs. MULTI-TOUCH ATTRIBUTION

SINGLE TOUCH

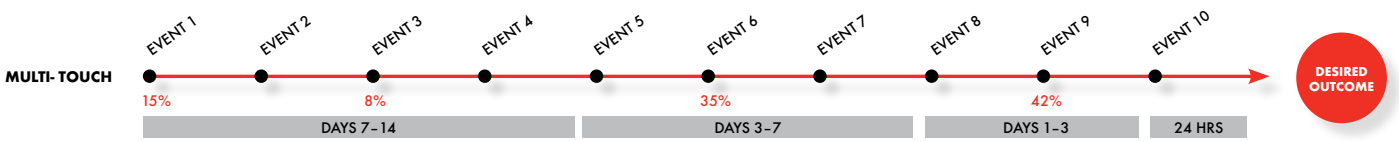
Credit is assigned to a single event along a path to conversion.

Examples: First Touch, Last Touch

MULTI TOUCH

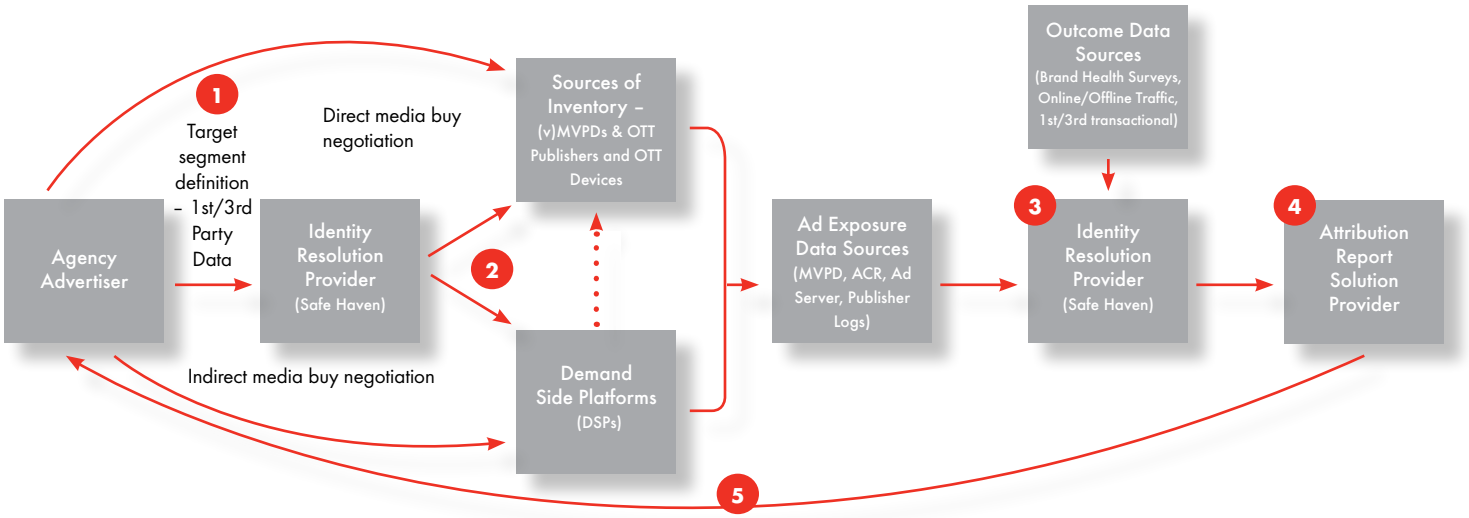
Credit is assigned to multiple events along a path to conversion.

Examples: Even Weighting, Time Decay, U-Shaped, Algorithmic



ADVANCED TV ATTRIBUTION

ATTRIBUTION PROCESS WORKFLOW



1 Using available first and/or third party data, an advertiser determines their custom target and sends to an Identity Resolution Provider, or Safe Haven

2 Identity Resolution Provider anonymizes, matches, and distributes target list to inventory partners

3 Both the ad exposure and outcome data sets are anonymized on a common ID and sent to attribution report solution provider for analysis

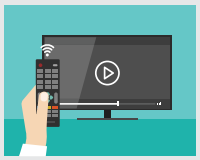
4 Results are analyzed and report is crafted focusing on pre-determined KPIs and benchmarks (report may be put together by either the data source provider, identity resolution provider, or an additional third party)

5 Finalized report is generally sent to the inventory provider for quality control and further analysis before being passed on to the advertiser/agency.

*Please note that attribution studies can still be conducted for untargeted buys and the process itself is not exclusive to Advanced TV channels
**This chart provides a high-level overview of the attribution process. IAB recognizes that there are many exceptions to this 'typical' path and that companies may serve multiple roles.

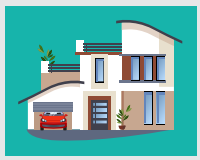
MATCHING EXPOSURE DATA TO HOUSEHOLD

Matching exposure data to the household (HH) level requires different approaches and identifiers (see below) than traditional digital media since Addressable TV and OTT/CTV operate in cookie-less environments



VIEWER IS EXPOSED TO A TARGETED AD ON A ONE-TO-ONE HOUSEHOLD LEVEL

DATA FROM THE EXPOSURE IS COLLECTED



EXPOSURE DATA IS MATCHED TO THE HOUSEHOLD

Addressable Linear/VOD	Addressable ad is sent to a pre-selected household via the MVPD's set top box (STB), based on a custom target that was matched to the MVPD's subscriber information, usually based on first/third party data	MVPDs (Multichannel Video Programming Distributors) receive data based on the exposure (customer account number, STB ID, network, timestamp) and undergoes validation and cleansing	Very high match rate since the MVPDs know the household based on their own subscriber information. May lose out on consumers who have opted out of data sharing (minimal).
OTT/CTV	Video is served to a household that fits the targeting qualifications set forth by the advertiser via a Connected TV, usually based on third party data (demographic, behavioral, interest, geography) or via more general contextual targeting	If approved for use, third party tracking pixels collect exposure data (device's advertising ID, user ID, IP address, timestamp). Alternatively, either your media partners or your ad server can collect and share this information with appropriate parties	Match rate will be higher if authentication or login details are known. If not, device graphs (which link the device's advertising ID and/or IP address to HHs) are utilized. Consumers may opt-out of data sharing as in OTT as well.

MARKETER'S BENEFITS OF ATTRIBUTION STUDIES IN ADVANCED TV

TV CONSUMPTION INSIGHTS

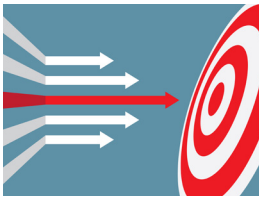
- Understand custom target's TV viewing behaviors (dayparts, genres, networks, etc.)
- Apply consumption learnings to Linear TV campaign

MEASURING MEDIA PARTNERS' PERFORMANCE

- Identify which partners performed best against KPIs
- Determine which partners were most cost efficient (beyond CPM)

TV CREATIVE STRATEGY

- What is the optimal frequency for the brand?
- Which TV commercials performed the best?



CUSTOM TARGET EFFECTIVENESS

- Gain key insights into how a custom target performed against specific KPIs
- Discover new untapped audiences
- Optimize custom target for future campaigns

WHAT CAN BE MEASURED WITH AN ATTRIBUTION STUDY?

ADVERTISING OBJECTIVE	EXAMPLES OF MEASUREABLE KPIS	DATA COLLECTION METHODS	EXAMPLES OF TYPICAL USE CASES
Brand Health	• Ad Recall • Awareness • Favorability • Purchase Intent	• Social network/word of mouth monitoring • Survey Based	• A brand wants to improve its awareness within a specific target. By matching exposure data to results of a brand health survey, advertisers can determine the effectiveness of their media campaign against their desired KPIs.
Traffic (in-store and online)	• In-Store Foot Traffic • Lead Generation • Onsite Engagement • Repeating Visits • Search Requests • Web Site Visits	• First party CRM • Location based • Third party tracking pixels	• By matching exposure data to location-based data, an auto dealer can determine if its media campaign led to an increase in foot traffic. • A financial institution wants to increase usage of its online banking tools. A third party tracking pixel is added to its website and the data received is matched back to the exposure data to determine if the campaign drove online interactions.
Conversions (in-store and online)	• Accounts Opened • Mobile App Downloads • Online Bookings • Order Size • Returned Products • Sales/Transactions/Revenue • Share of Wallet/Conquesting	• Automated Content Recognition • Credit Card • First Party CRM • In-App Software Development Kit (SDK) • Purchase Panels • Shopper Loyalty Cards • Third Party Tracking Pixel	• A retailer wants to increase sales and has first party data available via shopper loyalty cards. Sales information from these cards (and other sources) can be matched back to exposure data. • A travel company wants to increase bookings through its own website. A third party tracking pixel is added to its website and the data received is matched back to the exposure data.
Home Entertainment/ Tune In	• On Demand Rentals and Purchases • Offline Rentals and Purchases • Total Rating	• Automated Content Recognition (ACR) • Conversion Data Sources Mentioned Above • Set Top Box • TV and Digital ratings providers	• A TV Network is promoting a new show to a custom target. Effectiveness of the campaign can be measured by tying exposure data to either Set Top Box or ACR data, which measures if the promoted new show was viewed on the consumers' TV. • A video game publisher wants to drive sales of their new game. ACR data can indicate if the exposed consumer now plays that game, via an ACR-compliant watermark implemented in the game itself.

ADVANCED TV ATTRIBUTION

ALIGN ON ALL KEY INFORMATION PRIOR TO LAUNCH

- Campaign's **advertising objective** and **reporting expectations**
- The **KPIs** that will determine success
- Available **creatives**

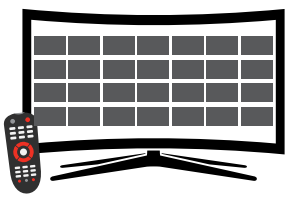
- **Location** of stores or retail establishments (if measuring foot traffic)
- Access to available **first party data**
- **Existing relationships** with any data or identity companies

- **Media plan**, outside of Advanced TV
- Campaign **optimization** expectations (mid or post)
- Alignment on the appropriate **attribution window**

WHAT TO LOOK FOR IN AN ATTRIBUTION PARTNER

- ☑ Rigor in data collection methodology
- ☑ Statistical significance of data collected
- ☑ Data privacy compliance
- ☑ Clarity on required lead time
- ☑ Reporting timeline and available metrics
- ☑ Role of marketing and non-marketing factors (such as weather and geographical location) in data set
- ☑ Approach to controls and benchmarks
- ☑ Compliance with media inventory partners
- ☑ Cost implications/Funding Source

CHALLENGE	ISSUES	BEST PRACTICES/SOLUTIONS
Identity Resolution	• Cookies do not exist within Connected TVs (CTV) • Not all devices support IFAs (Identifiers for Advertising)–synthetic IFAs that get passed through cannot be tied to a known data set • IP-based matching (when IFAs are not available or used) can sometimes overstate reach and understate frequency since IP is not a persistent identifier. • Matching as well as the attribution itself is at the household level–not individual	• Understand how your partners are identifying consumers (device graph that matches IP Address and/or Device IDs to households, subscriber login details, etc..) • Encourage your partners to comply with IAB's IFA for OTT Guidelines • If necessary, individual level attribution can be achieved through probabilistic modeling
Data Collection & Measurement	• Not all publishers allow Third party tracking in OTT/CTV • Incorporating offline exposure data into a multi-touch attribution model • Measuring de-duplicated reach & frequency as well as co-viewing on CTV • Harder to isolate a control in CTV because likely running on both desktop and mobile	• Some location intelligence companies can measure exposure to out-of-home • ACR data can measure & match traditional TV at a household level
Compliance	• International, federal, and state regulations place restrictions on sharing user level data • Since users are tracked at the household level, it creates a potential COPPA (Children's Online Privacy Protection Rule) problem since minors can watch along with adults	• Familiarize yourself with GDPR, California Consumer Privacy Act, and the Cable Privacy Act of 1984 • Leverage content ratings, which measure content consumption across screens, as a proxy for age
Deployment	• Fragmentation may limit the ability to deploy an attribution study across an entire campaign–or it may require multiple, separate studies • Scalability with hyper targeted segments	• Use the same data partner and methodology across your campaign • Your DSP can aid in deploying a study across a wide range of publishers • Utilizing multiple inventory sources (or via a DSP) can increase scale • Consider removal of targeting qualifications until audience size is significant



ADDITIONAL RESOURCES

- IAB Attribution Hub
- IAB GDPR Hub
- IAB Digital Video Glossary
- IAB Mobile Identity Guide for Marketers
- CIMM and 4A's ROI/Attribution Providers
- CIMM and 4A's Current Practices in Attribution and ROI Analysis