



DIGITAL ADVERTISING EFFECTIVENESS

WHITE PAPER

SEPTEMBER 2018

Contents

1. Introduction and Background	3
2. How the Industry Measures Effectiveness	7
3. Brand Advertising Effectiveness	13
4. Performance Advertising Effectiveness	18
5. Driver Analysis – The Relationship Between Brand and Performance Results	27
6. Summary	31
7. With Thanks	32
8. About IAB Europe and Contact	33



1. INTRODUCTION AND BACKGROUND

The measurement of advertising effectiveness is steeped in a history of evolution and the introduction of digital channels has increased this pace of change. In order to understand how the industry measures digital ad effectiveness and how digital media contributes to advertising success, this white paper collates a range of industry measurement approaches along with general research findings and learnings. The white paper also provides guidance and considerations, based on these learnings, for campaign measurement.

The first section of this white paper provides an overview of the history of evaluating advertising effectiveness.

“You can’t manage what you don’t measure.”

W. Edwards Deming

In 1906 W.K. Kellogg printed a full-page ad for Kellogg’s Corn Flakes in the Ladies Home Journal. After running that ad, they saw their sales increase from 500 cases to 2900 cases a day. The advertising effectiveness in this case was easy to understand because Kellogg’s wasn’t doing any other advertising and the attribution was correlated directly to the ad. Fast forward thirty-five years to 1941 and the world’s first TV commercial aired for Bulova. It was a ten second commercial with an image and voiceover. It cost Bulova less than ten dollars and was potentially seen by the few thousand residents of the New York area where it ran on local TV.

As televisions became popular and the audience grew, so did advertising and the measurement techniques used. The measurement techniques were diverse in the early days with methods such as phone interviews, diaries, personal interviews and automated meters. But more importantly what was being measured also varied. This evolved when Archibald Crossley, the founder of broadcast ratings, decided to measure exposure. So, for radio, which was the popular advertising medium at the time, the research was conducted with “random telephone calls to people who lived in 36 major cities.

Those who answered were then asked to name the radio programme to which they were currently listening, if any. The tally resulted in an estimate of the number of people listening to a particular show; a rating of 14 meant that out of 100 people called, 14 were listening to a particular program at the time of the call.”¹

Enter television and A.C. Nielsen, who continued that benchmark of exposure as the standard way to measure ads on TV in the 1950s. These measurements were recorded simply with calls, self-reported diaries and then eventually Set Meters which were connected to the television. It is important to realise that this standard of exposure was a metric that was accepted, used and held as the gold standard. It wasn't until the 1970s when Millward Brown (now part of Kantar) established continuous brand tracking that TV ad measurement moved beyond exposure to include brand effectiveness. Sales effectiveness via marketing mix modelling (MMM) became commonplace in the 1980s and 90s.

It's therefore not surprising that this pattern repeated itself in the internet era, with digital advertising taking the familiar route of audience size or exposure as the initial measurement metric. In the beginning it was simple when a single banner ad on a page and the traffic counter of a page provided enough context and data.

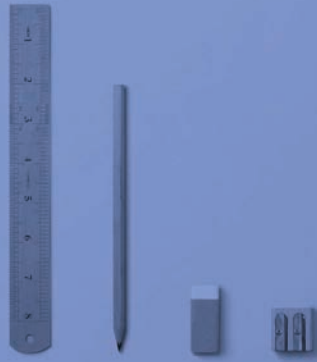
¹Britannica, 2018

However digital advertising has seen rapid growth, [doubling in size in the past five years](#)² and has commanded a need for more sophisticated audience measurement. The justified need to prove ad response – whether that’s a human viewing, noticing, engaging with or clicking on an ad – have become simultaneously easier and harder at the same time. Data from platforms, walled gardens and cookies provide accurate audience information such as age, gender, likes and dislikes. Additionally, advertisers are rightly asking the following questions:

- Has a user viewed my ad? If not, should I pay for it?
- Did the ad change their opinions?
- And did it change their purchase behaviour?

The industry has come a long way from settling just for exposure measurement. With ever greater fragmentation, the difficulties of isolating advertising effectiveness will continue as new media emerge and data gets more sophisticated. As history has shown us this continuous improvement in measurement will evolve as the industry utilises old and new metrics to evaluate advertising effectiveness relative to brands and performance. The continued learning process is essential as brands learn to utilise these metrics to develop ad effectiveness strategies across increasingly complex media options.

² IAB Europe AdEx Benchmark 2017 Report



2. HOW THE INDUSTRY MEASURES EFFECTIVENESS

As the brief history of media research summarised in section 1 shows, media researchers from the early days of radio, print and television onwards had to actively think of ways to get hold of metrics that could be used firstly to measure reach and frequency and then to assess advertising effectiveness. However, the rise of digital happened under entirely different conditions. From the very beginning, the one thing which digital has had too much of (if that's possible) is data. But what sounds like an El Dorado for researchers has turned out to be a vast list of metrics that was allowed to grow without plan or direction. In the case of offline, the production of data was always tied to scientific rigor and agreed standards with measurement systems being designed by researchers. In contrast, the digital advertising industry initially claimed to have overcome the need for methods such as surveys, panels, sampling and extrapolation, which suddenly felt like the stone age of media research.

But reach and contact frequency are one thing – and even if numbers on these metrics (regardless of how accurate or inaccurate they may have been) could be derived from ad technology platforms, they are not the ultimate KPIs that advertisers are after. Advertisers buy and run campaigns in the hope that of 10 million people reached, 3 million will notice them, 2 million will have their brand opinions enhanced, and 1 million will be more likely to end up buying the product. Just as with reach and frequency numbers though, the promise of “data everywhere” was tempting for the digital industry in its early days. Until recently, clicks were often viewed as a valid metric of advertising impact even though a correlation to sales (or brand impact) could never be proven. Large-scale analyses from organisations such as GfK, Kantar Millward Brown and Nielsen have shown very low correlations between brand metrics and clicks.

Nevertheless campaigns were optimised for CTR if the goal was to sell or share of voice if the goal was to raise brand awareness. The viewability discussion has moved the industry towards an exposure metric to ensure that digital ads have the ‘opportunity to be seen’. However, this is still not a measure of effectiveness and at present, still relatively few advertisers systematically assess the effectiveness of their digital ads – and even less do it in a way that makes the results comparable to other channels, such as offline.



Indeed, the latest [IAB Europe Digital Brand Advertising and Measurement Report](#)³ demonstrates that advertisers, agencies, and publishers appreciate the need to align advertising KPIs with industry demands; including rising multi-media consumption and ad quality concerns. But, when it comes to accurately assessing the impact ads make, there is still a gap between knowing what the industry should be tracking and putting those metrics into action. For example, metrics related to ad impact, such as purchase intent (88%), sales (79%), and uplift in direct site visits (77%) are ranked highly as important measures. Yet figures for deployment of these KPIs are far lower, with all measured by less than half of stakeholders. Indeed, even viewability is presently measured by just 48% of agencies, advertisers, and publishers. The research also highlights that the industry is more focused on delivery metrics such as viewability rather than segmentation metrics such as type of device, publisher content verticals or consumer lifestyle data.

The de facto standard for digital ad effectiveness studies today is to add a tracking pixel to a campaign, measure exposure in a panel, construct a comparison group of non-exposed panellists and survey both groups for brand metrics. As long as the groups are comparable aside from their ad exposure, the differences (or deltas) between matched control and exposed groups show which brand metrics have been impacted by the campaign, and by how much.

³ IAB Europe Digital Brand Advertising and Measurement 2018 Report



This approach enables advertisers to look at far more meaningful metrics than clicks, but it does still have some challenges.

“One size fits all” vs. granular targeting

Digital campaigns are set up in a micro-targeted way, claiming to optimise the message to the individual user. It is tricky in a standard panel approach to measure all of these effects because of campaign incidence. The minimum total campaign volume required for robust panel measurement can sometimes be a challenge, so sub-segment analysis exploring effects of frequency levels, different creative assets or inventory segments tend to be limited .

Variable methodological quality

In a complex setting with a wide range of possible influence factors, the purest way to reveal causal effects are experiments. However, pure experiments are not always practical, for example when assessing digital ad effectiveness across multiple platforms. Comparison groups can be constructed in a variety of different ways, and the quality of this process will have a significant bearing on the accuracy of the outputs.. So marketers should always make sure they understand the method on which their results are based.

Post testing vs. real time

Programmatic campaigns are optimised in real-time towards digital metrics. Depending on the approach, survey-based research runs either during or after the campaign has ended. Some research suppliers provide real-time dashboards, and these can enable mid-campaign optimisation if the ads are not meeting the intended KPIs. However, as described above, there are limits to the granularity of this information, especially for smaller campaigns.

Of course there are other – less wide-spread – approaches to digital ad effectiveness measurement, such as controlled experiments in a pre-testing (lab test) setting, eye-tracking studies, or the inclusion of digital into marketing mix models. Individual-level sales effects can also be measured using control/ exposed groups from sales panels or loyalty scheme data.

For digital business models onsite conversion tracking combined with attribution has established itself as the most sophisticated approach towards ad effectiveness measurement, but building sophisticated attribution models requires either a massive investment into Business Intelligence resource (for complex rule-based models to be tested and maintained) or technology (for data-driven / algorithmic solutions by specialist vendors). And while the reality is that it's still dominated by last-click attribution even the few advertisers that run advanced models will limit them to digital metrics as opposed to traditional metrics such as brand awareness, ad recall or purchase intent.

Does this mean there is nothing to be learnt from digital ad effectiveness studies today? No. We certainly can derive insights from what we have today – and will take a closer look in the following chapter. But it also means that there is a lot of room for further improvement of the system and us, as the digital advertising industry, to learn.



3. BRAND ADVERTISING EFFECTIVENESS

3.1 Brand Ad Effectiveness Learnings

There is comprehensive evidence that digital advertising (on all platforms) builds brands. Absolute performance levels vary a little based on the methodology used, but a recent [meta analysis by IAB UK⁴](#) across multiple research suppliers confirmed that digital ads raise ad and brand awareness, positively shift brand perceptions, educate people about products/brands and encourage consumer action.

In absolute terms, some metrics are easier to shift than others. For a typical campaign there tends to be bigger shifts in advertising awareness and message association than in metrics such as brand favourability and purchase intent.

⁴IAB UK Digital Advertising Effectiveness Research, March 2018

However, this is no different to other media. When compared to other media in cross-media effectiveness studies*, digital ads tend to deliver a similar return on advertising investment to other media for all kinds of brand metric.

Performance doesn't vary that much by creative format; display and video formats tend to perform surprisingly similarly. There is also no longer much difference in performance by device; while mobile advertising used to perform more strongly than desktop, they [now perform similarly](#)⁵.

Performance does vary considerably based on the quality of the creative. While the best ads have very strong impact on brand metrics, poorly branded or dull creative units can result in campaigns which have no statistically significant impact on brand metrics. The key creative determinants of digital brand impact include branding, likeability, distinctiveness and relevance. Many research suppliers and publishers have aggregated the learning across studies to provide practical creative best practice for digital campaigns*. For example, there is clear evidence of stronger brand impact for display ads which include the brand on every frame, and for video ads which include the brand early.

Beyond creative quality, many media effects also have a significant bearing on results. For example, all brand metrics generally benefit from higher frequency of online exposure and companion banners can improve video ad effectiveness.

⁵Kantar Millward Brown, *Social Media Deal or No Deal*, November 2017

* Case studies available upon request from duncan.southgate@kantar.com

Optimising creatives for specific media placements such as social platform in-feed environments generally improves performance. [Early video branding](#)⁶ and a [more human brand approach](#)⁷ both help. Specific contexts and the targeting approach can also play a role, but this tends to be quite campaign and metric specific. For example, an airline campaign might generate more awareness in a sports context, and more purchase intent within a travel context. Beyond the digital world, [successful integration of digital ads](#)⁸ with traditional media generally increases the chances of overall campaign success.

3.2 Measuring Brand Effectiveness

The best way to measure brand effectiveness will depend on the campaign type and the learning objectives. The key questions which need to be asked are:

- Should digital be assessed in isolation, or relative to other media?
- Should all of the digital activity be assessed, or just some specific platforms in isolation?

Many research suppliers offer cross-media methodologies. The clear advantage of these approaches is that the brand effectiveness of digital channels can be directly compared with the impact of other media such as TV, print and out of home.

⁶ Facebook IQ, *Standout in feed – optimising video creative on mobile*, December 2017

⁷ Kantar Millward Brown, *Social Media Deal or No Deal*, November 2017

⁸ Kantar Millward Brown, *Ad Reaction*

Some methods also allow the synergistic effects of people exposed to both digital and traditional media to be quantified. The main limitations of these methods are that they tend to be a little more expensive (so are best applied to major campaigns), and reporting is generally available only at the end of the campaign. When assessing these approaches, research suppliers should be asked the following questions:

- How do they track digital activity?
- Do they have robust norms to compare against?
- How granular does their reporting on digital channels tend to be?

Among digital-only effectiveness approaches, the main decision is between publisher-specific and cross-publisher offers. Publisher-specific research is often provided free to advertisers with media spend above a certain threshold. Other advantages are that these research approaches have been built by publishers who know their own environments well, and they tend to offer large comparative databases. Some publishers enable third-party assessment, so an independent opinion on publisher-specific results can be attained. The main limitations are that they tend to be limited to a very small number of brand KPIs, different publisher-specific results cannot be compared with one another due to slightly different sampling approaches, and advertisers are not able to see the aggregate impact of people being exposed across multiple platforms.



Cross-publisher research is offered by research vendors to advertisers and agencies who want to understand their total impact across all digital activity, as well understanding the role being played by their various different online media placements. These approaches tend to be more customisable based on advertiser and agency requirements.

When assessing these approaches, marketers should ask the following of their research suppliers: :

- Do they have robust norms to compare against?
- How do they ensure a reliable weighting between control and exposed cells?
- Can they deliver results during the campaign to enable optimisation?
- Do they have a dashboard for flexible analysis?
- How do they ensure comparability across digital formats?





4. PERFORMANCE ADVERTISING EFFECTIVENESS

4.1 Performance Ad Effectiveness Learnings

There is clear evidence that digital ads drive both online and offline sales. One [UK meta analysis](#)⁹ demonstrated that digital ads generated 1.79 for every pound spent, and that digital ads delivered 1.8x more cost effectively than the average TV spend for those same campaigns. TV and digital clearly perform well in combination. Another exhaustive meta analysis by the ARF concluded that [digital and TV campaigns have a 60% better ROI than TV only campaigns](#)¹⁰. This increase in ROI was stronger than that seen for TV and print (19%) and TV and radio (20%).

⁹ Facebook, *Video in Stereo*, May 2017

¹⁰ The ARF, *How Advertising Works Today*, 2016

4.2 Measuring Performance Effectiveness

The measurement of performance metrics can be considered a continuum. A recent [AdMap paper](#)¹¹ neatly summarises how a top down view establishes key brand KPIs such as sales and market share, and then techniques such as marketing mix models (MMM) disentangle the overall effects of digital advertising and other media spend on those KPIs. In contrast, a bottom up view uses digital only input and output metrics and multi-touch attribution modelling (MTA) to provide more rapid and more granular understanding of how digital ads are working. Each approach has its strengths and its limitations which are discussed below. Other approaches on the spectrum also exist, including hybrid MMM and MTA approaches as well as consumer mix models.

As this white paper touched upon earlier, if a campaign cannot be measured one should question if it is even worth launching. It is essential to have set goals and KPIs for a campaign in line with revenue expectations. Users are now exposed to a vast amount of content every day and they will be selective in what they'll engage with, when, where and even how they'll pay for it. Increasingly, ad-supported content competes with ad-free or paid-for services. It is important for publishers to get the balance right between advertising and content for the optimal user experience.

¹¹ AdMap, Combining marketing mix and attribution models

It is the responsibility of publishers and advertisers to maintain the quality of ad-supported viewing experiences to ensure consumers continue to find the exchange valuable. Delivering the optimal ad experience is not an easy task. Advertising needs to efficiently deliver on the marketer's objectives and allow publishers to fund content acquisition and distribution, all while keeping viewers engaged with the overall experience. Balancing these factors involves trade-offs, and creating the winning solution calls on experimentations.

There are a number of critical factors that need to be taken into account to create effective ad experiences:

- **The ad load and repetition:** making sure that the amount of ads and length of (video) ads impact positively the viewer engagement.
- **Relevance:** ensuring that the ad aligns with the viewer's interest or needs. The more relevant the greater the impact and ROI.
- **Customisation:** the degree to which a viewer is able to customise its ad experience.
- **Delivery:** technical aspects that can affect the viewing experience, including the content delivery/buffering and discoverability.

It is important to remember that performance effectiveness is measured differently on each marketing channel.



Commonly deployed behavioural metrics include:

- Social Media - shares, mentions, retweets, web traffic and followers.
- Content Marketing - downloads, shares, leads, conversions
- Email - open rates, CTR, Conversions.

Marketers need to craft a clear marketing strategy first and then establish the ideal marketing mix to achieve their goals. A successful omni-channel strategy will not use the same campaign across all media channels, it will use each channel's strengths to fulfil the marketing strategy.

Advertisers need efficient measurement and reliable methodologies to ensure their campaigns deliver. Digital offers many advantages in that it provides tools to engage with customers throughout the buying journey and adapt the ads almost 'on-the-fly'. Key to this is measurement and insights is ad effectiveness. Incorrect measurement techniques can lead marketers to make ill-informed decisions about their ad effectiveness. With so many ways to engage with consumers through television, mobile devices, mail and search, advertisers must be able to measure outcomes (effectiveness vs ROI) and make corrections to adjust their campaigns in real time.

Campaign performance insights are critical to maintaining the general health and return on investment of advertising initiatives. But not all performance metrics are created equal.

Click-through rates (CTRs) are a good indicator to determine the effectiveness of the targeting and creative. Generally a low CTR is a sign that the message isn't reaching the appropriate audience, or it is failing to attract the audience to click on an ad. But this is really the extent of this metric and is therefore limited.

Conversion metrics will provide far more insights tied to ROI. It is a good metric to determine how successful a campaign is in prompting a user to take action. The cost per acquisition or conversion (CPA or CPC) provide meaningful details on the spend required to convert into a sale and understand if such acquisition is worth it or not. It is essential to track and measure from clicks to sale, in order to calculate the true ROI of a campaign.

4.2.1 Attribution modelling

Once advertisers get a better understanding of how customers are interacting with their ads and different marketing channels, optimisation can begin and this is where big data analysis and attribution modelling comes in. Attribution is about understanding which digital ad campaign and marketing channel influenced a consumer to proceed to a purchase.



There are many different attribution models, but the five most common ones are:

- **Last click:** conversion is attributed to the last-clicked ad and corresponding keyword.
- **First click:** conversion is attributed to the first-clicked ad and corresponding keyword.
- **Linear:** conversion is spread equally across all clicks on the path.
- **Time decay:** conversion is attributed to clicks that happened closer in time to the conversion, based on a set amount of days (often 7-days).
- **Position-based:** the attribution is spread across last click, first click and linear, giving a percentage weight to the first- and last-clicked ads and corresponding keyword, and the remaining percentage to the linear attribution.

In an increasingly complex online and offline marketing ecosystem, attribution is just as equally complex and needs to account for both, i.e. cross-channel attribution. Attribution is about testing different models to better understand changes in performance or conversion from different ads and re-align the business strategy accordingly. Without attribution, conversion data could be dominated by direct traffic and dismiss other channels as less valuable. However, a deeper analysis could demonstrate that other channels play a much bigger part in the conversion process.

There is no right or wrong, attribution allows the performance of every channel, campaign and tactic to be monitored and compared across the entire marketing mix. Marketers should experiment and use attribution to better understand the decision-making process of the consumer, and use those insights to improve marketing effectiveness.

4.2.2 Marketing mix modelling (MMM)

Well-established MMM methodologies have been adapted in recent times to ensure they are able to incorporate and accurately represent digital media investment. Considerable work has been done to ensure [the most accurate digital metrics are being used](#). Speed of delivery is a limitation, but MMM remains highly relevant to advertisers trying to evidence how digital ads are driving offline sales within their overall media mix. Various research suppliers are now developing hybrid approaches which combine MMM and MTA into one overall analytics package. Others are incorporating brand equity components to provide more comprehensive views of both short-term and long-term ROI. When digital is assessed in mix models, it is possible to provide granular learnings, for example:

- **Display** – site, placement, creative type, creative, media type, premium vs companion vs standard banner, national vs local
- **Search** – keyword group, campaign, targeting, national vs local,
- **Mobile**- site, placement, creative type, creative, media type, OS, national vs local
- **Social** - site, placement, creative type, creative, media type, platform, national vs local.

The purpose of modelling retrospective digital data at a granular level (typically modelling historical weekly digital impressions of 1-2 years) is to be able to predict the impact due to future digital spend vs. other media channels and optimise digital ROI. Historical mix models show that digital plays a fundamental role in driving overall media ROI and performance. Digital is typically cost efficient however it cannot work in isolation. Siphoning spend away from core media types such as TV in order to fund digital plans generally doesn't work that well. Digital plans should usually be funded incrementally as all media are interdependent (e.g. TV spend also drives digital revenues which is evident when we look Paid-Owned-Earned amplification models).

4.2.3 Consumer mix modelling (CMM)

Another increasingly popular approach works back from sales panels to create a single-source dataset of digital and other media exposure linked to brand penetration and sales. These studies offer a halfway house between MTA and MMM because they can provide campaign-specific media learning without the need for years of time-series data. Because [these models work at an individual consumer level](#)¹², they are more actionable, more capable of measuring consumer relationships with brands, better suited to measuring digital media, and tailored to an increasingly addressable advertising future.

¹² AdMap, Consumer mix modelling

4.2.4 The future of digital is TV

Some marketers tend to focus solely on the digital channels and define TV advertising as a mass marketing channel with little ability to target. However with more advanced data and TV attribution models, this is no longer the case. Indeed, more and more homes across Europe are being equipped with IP-enabled TV. France is a great example, where, according to the 2017 CSA (Audiovisual Body in France) [AV Equipment report](#)¹³, the majority of homes are now accessing content through their IPTV. This opens up a new area of advertising where digital and TV are converging and offering the best of both worlds. Addressable TV, as it is most often referred to, enables individual home targeting with different ads depending on the audience. This opens up a new world of opportunities for advertisers but means that attribution may become more complex.

¹³ CSA, *Audiovisual Report, 2017*



5. DRIVER ANALYSIS – THE RELATIONSHIP BETWEEN BRAND AND PERFORMANCE RESULTS

Ideally, marketers would combine brand and performance learning to provide a comprehensive view of campaign success. Brand-focussed advertising still ultimately needs to drive sales, and sales-focussed advertising should also be building rather than undermining a brand.

“There’s a natural dilemma between aggressive, sales-driven advertising and emotional, brand-driven communication. Every marketer needs to deliver sales growth and grow customer preference. It’s often hard to find the right balance between short-term sales targets and long-term brand development. Getting it right needs a well thought through communication plan.”

Arndt Pickhardt, former CMO of Lidl

It also needs a well thought through and integrated measurement plan. In reality, limited research budgets mean that marketers often choose to prioritise one measurement approach, so there is surprisingly little published information about the relationship between digital branding and digital performance.

A pragmatic approach can be to focus on the campaign's primary objective, and use surrogates to cover the other half of the equation. So a campaign primarily designed to build the brand would be assessed using brand metrics, with purchase intent acting as a sales surrogate. Or a sales-focussed campaign might focus on performance measurement, and use media metrics like reach as an awareness surrogate. Neither of these approaches is ideal, so researchers are increasingly finding smart ways to fuse brand and sales data into more affordable total measurement packages.

Marketers should certainly not assume that branding and performance will always be correlated. Ads which drive short term sales may well fail to build the brand, or vice versa. There is an understandable temptation for brands to optimise campaigns based on the most readily available data source, but doing so can actually detract from the ultimate campaign goal if it is not used sensibly. For example, we would generally expect a performance metric like e-commerce sales to be optimised by reducing online campaign frequency, yet that exact same campaign may require a much higher frequency to achieve branding goals.

This is not to say that digital branding and digital performance need to be treated as two completely separate worlds, [they can work together in harmony](#)¹⁴. Branding can aid performance; for example, a burst of digital branding activity may well improve click rates on subsequent digital performance activity. And performance can aid branding; optimising digital performance metrics such as viewability could well improve brand impact. Real-time programmatic targeting data can also help with appropriate selection of dynamic creative elements which will improve both branding and performance responses.

Integrated brand and sales analyses result in very interesting case studies¹⁵:

- One cross-media study for a food brand showed digital ads being more cost effective than TV and radio at increasing purchase consideration and building perceptions that the brand was “setting trends”, while campaign sales effectiveness was double the country norm
- Another study for a detergent brand found that digital media were delivering 12% share of brand impact and 14% share of sales impact despite just 5% share of media spend. The digital ads were particularly good at delivering the campaign’s key message and call to action.
- And an e-commerce brand discovered that online video was not able to deliver significant brand impact beyond a high reach TV campaign, however the synergistic combination of TV and online video was the key driver of increased online transactions

¹⁴ United Internet Media, *Digital Ying & Yang*, September 2017

¹⁵ Case studies available on request from Duncan.Southgate@kantar.com



So, while it remains tricky to balance short-term performance and long-term branding objectives, integrated measurement techniques are evolving which help make this possible.



6. SUMMARY

The basic building blocks of digital ad measurement are well established, and almost all marketers should now be conducting some genuine effectiveness research, beyond simply counting online impressions and clicks, and checking whether ads are viewable. The best effectiveness approach will vary based on brand, category and budget, but marketers should always be measuring and optimising based on the ultimate campaign goal, rather than the cheapest and most readily available data. Digital's role in the overall media mix should be a consideration, as well as approaches which help measure digital in isolation. Not all brands will be able to conduct comprehensive brand and sales measurement, so some trade-offs are understandable, but more sophisticated advertisers should be attempting to understand the inter-relationships between brand and performance optimisation for their biggest campaigns.

WITH THANKS

IAB Europe would like to thank the white paper leader that helped to edit and compile the update to this white paper:



Duncan Southgate, Global Brand Director,
Media – Insights Division, Kantar

And the white paper contributors that provided content for this white paper:



Thomas Park, Senior Product Director,
Adform



Emmanuel Josserand, Brand, Agency and
Industry Relations, FreeWheel



Bastiaan Spaans, SVP Commercial, Improve
Digital

ABOUT IAB EUROPE

IAB Europe is the leading European-level industry association for the digital advertising ecosystem. Its mission is to promote the development of this innovative sector and ensure its sustainability by shaping the regulatory environment, demonstrating the value digital advertising brings to Europe's economy, to consumers and to the market, and developing and facilitating the uptake of harmonised business practices that take account of changing user expectations and enable digital brand advertising to scale in Europe.

CONTACT



www.iabeurope.eu



[@iabeurope](https://twitter.com/iabeurope)



[/iab-europe](https://www.linkedin.com/company/iab-europe)



Marie-Clare Puffett
puffett@iabeurope.eu