A large purple circle on the left side of the page. Overlapping its right edge is a dark blue circle. Below the dark blue circle is a semi-circular shape filled with horizontal white stripes.

EFFECTIVE MEASUREMENT FRAMEWORK

iab europe.eu



THE CHALLENGE



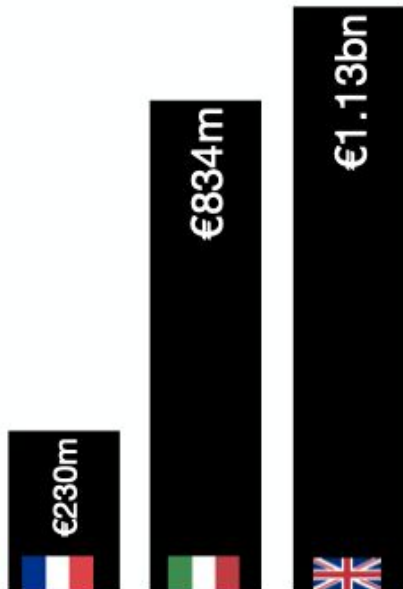
LACK OF COMMON LANGUAGE IS HINDERING INVESTMENT IN DIGITAL EFFECTIVENESS MEASUREMENT

>85%

RESEARCH VENDORS HAVE
DIFFERENTIATED FRAMEWORKS

>75%

AGREE CLIENTS DO NOT
UNDERSTAND MEASUREMENT



Across only 3 of the 44 countries in Europe, digital ad spend is **€2.2bn** less than it should be given the relative amount of engagement people have with the medium

IAB EUROPE AMBITION



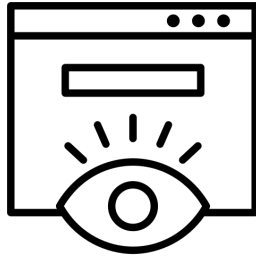
DIGITAL ADVERTISING EFFECTIVENESS FRAMEWORK



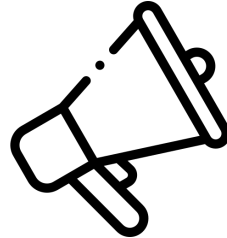
PROVIDING CLARITY IN THE DIGITAL ADVERTISING
MEASUREMENT LANDSCAPE

THE FRAMEWORK...

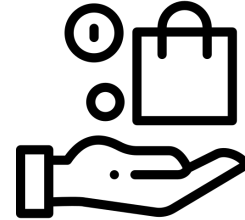
Media
Effectiveness



Brand
Effectiveness



Sales
Effectiveness



THE MEASUREMENT LANDSCAPE

MEDIA EFFECTIVENESS >> IMPROVE DELIVERY	BRAND EFFECTIVENESS >> IMPACT BRAND ATTITUDE	SALES EFFECTIVENESS >> INCREASE SALES
VIEWABILITY comscore DV DoubleVerify IAS MOAT nielsen	AD RECALL TRACKING	MARKET-MIX MODELLING
MEDIA VERIFICATION comscore IAS DV DoubleVerify	<h2>Interactive Supplier Map: Digital Advertising Effectiveness Measurement</h2> <p>The following interactive map provides an overview of many of the measurement suppliers that operate in the areas of media, brand and sales effectiveness measurement. This map forms part of IAB Europe's Digital Effectiveness Measurement Framework.</p>	
AUDIENCE DEMOGRAPHIC VERIFICATION comscore dynata GEMIOUS KANTAR nielsen	<p>Media Effectiveness Brand Effectiveness Sales Effectiveness</p> <p>All Audience Demographic Verification Cross-Media (Offline & Online) Reach & Frequency Cross-Platform (Digital) Reach & Frequency Media Verification Viewability</p>	
CROSS-PLATFORM (DIGITAL) REACH & FREQUENCY comscore dynata GEMIOUS KANTAR nielsen	<p>comscore DV DoubleVerify GEMIOUS IAS Integrat Ad Science MOAT by ORACLE DATA CLOUD</p>	
CROSS-MEDIA (offline and online) REACH & FREQUENCY dynata GEMIOUS KANTAR nielsen	<p>nielsen</p>	

THE FRAMEWORK IN ACTION

Theme	Test name	Test type	Suggested KPIs	Method
SEGMENTATION	<p>Option 1 What type of interest targeting is most effective? (Test to be clarified dependant on market and brand where two different types of interest targeting will be defined e.g. broad content types vs. curated specific need states)</p>	Sales Effectiveness	Sales lift (cell 1 vs. cell 2) Projected up to total sales lift by brand with research partner	Matched Panel Analysis (MPA) comparing 2x Geo fenced areas using an AB testing approach to compare difference in rate of sales between 2 cells.
	<p>Option 2 Do buyer based personalisation (DCO) work better than demographic based personalisation and do either generate uplift vs. a control?</p>	Brand Effectiveness	Ad Recall Brand Recall, Consideration, Intent, Message Association, Favourability, VTR	AB brand lift using Teads' in house solution. Chosen because it allows for multiple cells to be tested; something not practical for most sales (reaction) tests
	<p>Option 3 Do 3rd party buyer based targeting work better vs. Teads 1st party curated targeting vs. not targeting at all?</p>			
MEDIA	To what extent do Teads provide incremental reach above TV and help Brand drive Sales Uplift	Media Effectiveness Sales Effectiveness	Digital target reach Target incremental reach ROAS Sales Lift Penetration lift Breakdown by buyer type if available	Dependant on market and research provider
CREATIVE	To what extent does pre flight creative optimisation improve attention and emotional cut through?	Brand Effectiveness	<ul style="list-style-type: none"> •Attention Quality/Volume •Emotional scores including (but not limited to): •Happiness •Engagement •Confusion •VTR 	Facial coding leveraging Realeyes

Teads

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WHAT DOES SUCCESS LOOK LIKE?

BUILDING OUT BENCHMARKS FOR THE INDUSTRY IS THE NEXT STEP FOR THE FRAMEWORK.