Measurement in action: The latest trends from around the world

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EMEA COMMUNICATION LEADER @C_DICKES @KANTAR_MEDIA

KANTAR MEDIA

CONSUMER SAMPLE

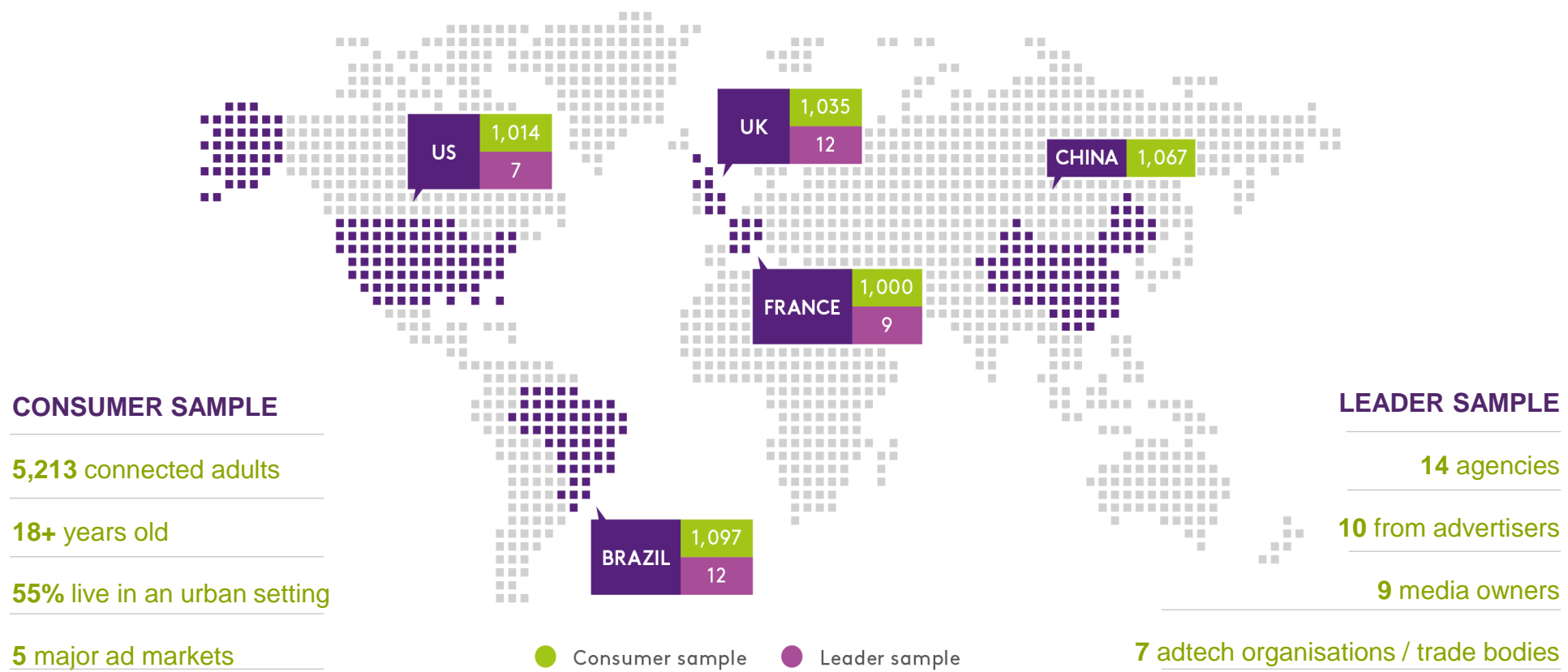**5,213** connected adults

18+ years old

55% live in an urban setting

5 major ad markets

● Consumer sample ● Leader sample

LEADER SAMPLE

14 agencies

10 from advertisers

9 media owners

7 adtech organisations / trade bodies

US — 1,014 / 7
UK — 1,035 / 12
CHINA — 1,067
FRANCE — 1,000 / 9
BRAZIL — 1,097 / 12

SAVVY CONSUMERS

Any brands' communications is seen as "advertising"

76% Ads on TV, radio, in print, online etc.

67% Sponsorship of TV or radio programmes

64% Messages from brands on social media

62% Messages from brands in news and articles online

61% Messages from brands in printed media forms
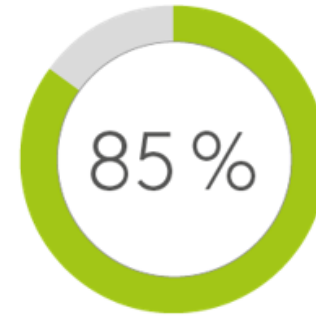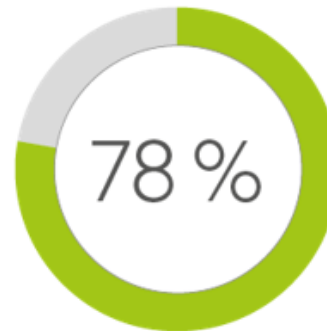
52% Recommended results on search engines
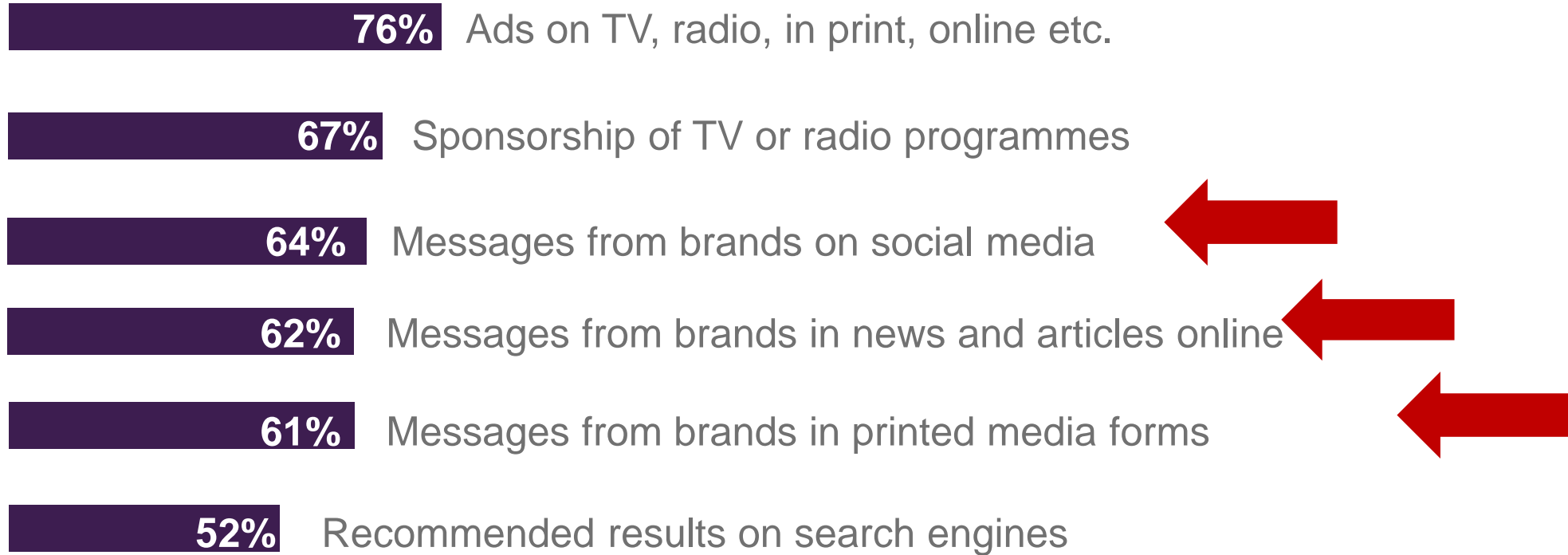
1

Connected adults are aware of and even welcome, specificity in targeting and relevance in content.

85% claimed they notice multi-channel campaigns

85 %

- **43%** more likely to **go online** to learn more about the brand

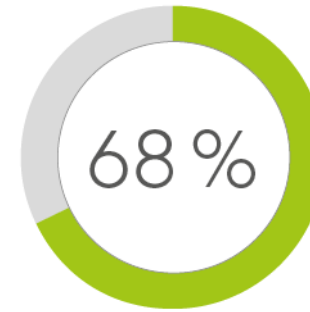- **46%** more likely to look for the brand **in store**
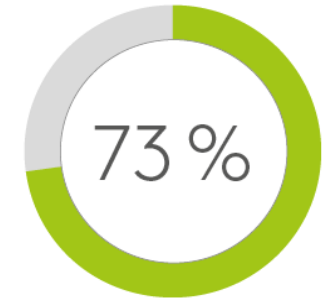
78 %
say they sometimes or often see **ads aimed at them**

2

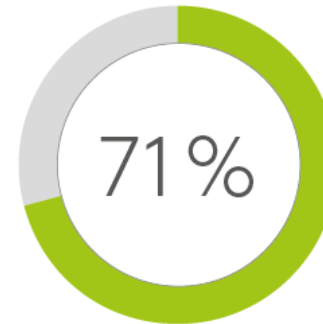# Overall attitudes towards communications remain positive…
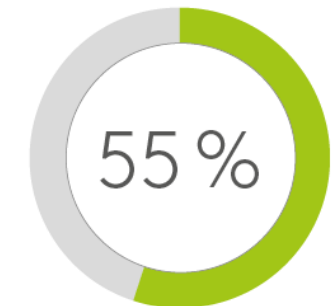
but digital shows low tolerance

68 %

Consumers either **like / accept advertising**

73 %

Says advertisers are doing **a better job of communicating with me** now than in the past.

71%

agrees '**Sometimes I see the same ad over and over again, it's too repetitive**'.

55 %

agrees **they often see ads for something they've already bought**

Base: 5 213 adultes connectés

3

Perfect data storm – just because we can doesn't mean we should…

> **[My focus is] data, data, data. What's different for 2017 is [the focus on] how we use that data to benefit our client's businesses as well as ours.**

Philippa Brown, OMG

OMG PUBLICITY

> **We have the enabling technologies and we know how to use the data better, we have to ensure that we avoid over-targeting and that we never forget the top of the purchase funnel [the bit that builds the brand].**

Simon Daglish, ITV

itv

> **Technology is advancing, but people's essence won't change: feelings, creativity, interpersonal connections and emotions.**

Paulo Loeb, F.biz

F.biz
A WPP Company

"

I think our job, as agencies and agency groups, is increasingly becoming one about business partnership to help drive [the] macro strategy and customer experience; and all of the [elements included within] that journey.

Paul Frampton, Havas Media

"

"

Partnerships are the future, yes.

"

Mark Howe, Google

"

If you do not know what you want, it's no use having a lot of data, it'll only complicate your decision. If you do not have good professionals to navigate the wealth of data you have, you will not have efficiency.

"

Alberto Pecegueiro, Globosat

"

I think the next year will be a pivotal year for that kind of development [partnerships with clients] to take hold.

"

Simon Daglish, ITV

- ✓ Savvy consumers
- ✓ Positive attitude towards communication
- ✓ How to embrace the perfect data storm

Download the survey:
www.kantarmedia.com/DIMENSION

ขอบคุณ - Thank you

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KANTAR MEDIA

amec **Global Summit** on Measurement

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Anna Rokina

GLOBAL SOCIAL ANALYTICS & PAID SOCIAL LEAD
LENOVO

How social insights enable Lenovo to adjust measurement to changing consumer behavior and social media space

Choosing the right metrics

- **Valid:** reflect current behaviour and include relevant platforms
- **Scalable:** do not require manual collection or analysis and are worldwide
- **Actionable:** support your objectives and strategy

"Growing your community" is in the past

KPI	What do we measure	Where to get it
SOV	Brand's share of mentions on social media compared to key competitors.	DOMO dashboard
Total engagements	Likes+Shares+Comments of owned social content (published on owned social accounts). Overall metric of social content driving awareness and consideration	Sprinklr Reporting Insights
Engagement rate	Impressions/engagements. We look at how likely people who see our content are to engage with it	Sprinklr Reporting Insights

Community size is being discontinued as a recommended KPI, due to overall change in platforms algorithms and drop in organic reach

Measurement framework for campaigns

Measure each activity, constantly optimizing everything we do towards our key goals

Goals	Metrics
Nurture positive conversations about the brand	Mentions Engagement/Shareabilty Sentiment analysis/Buzz volume
Grow brand awareness and recognition	Reach/Impressions Video views/Video completion rates/Dwell Brand lift (FB)/Conversion lift (TW) CPV/CPE Share of Voice Estimated ad recall
Grow consideration	CTR Unique visitors Engagement rate
Drive purchase intent	Traffic to dotcom Social revenue

Answering the question: Did it work?

Objective: Analyze campaign content performance data which is often skewed by extremities**Method:** To make a fair comparison, we benchmark campaigns grading content from Best performing content (Grade A) to Not very engaging content (Grade E). We then measured how many pieces of content hit these benchmarks to evaluate where most of our content falls when compared to previous campaign.
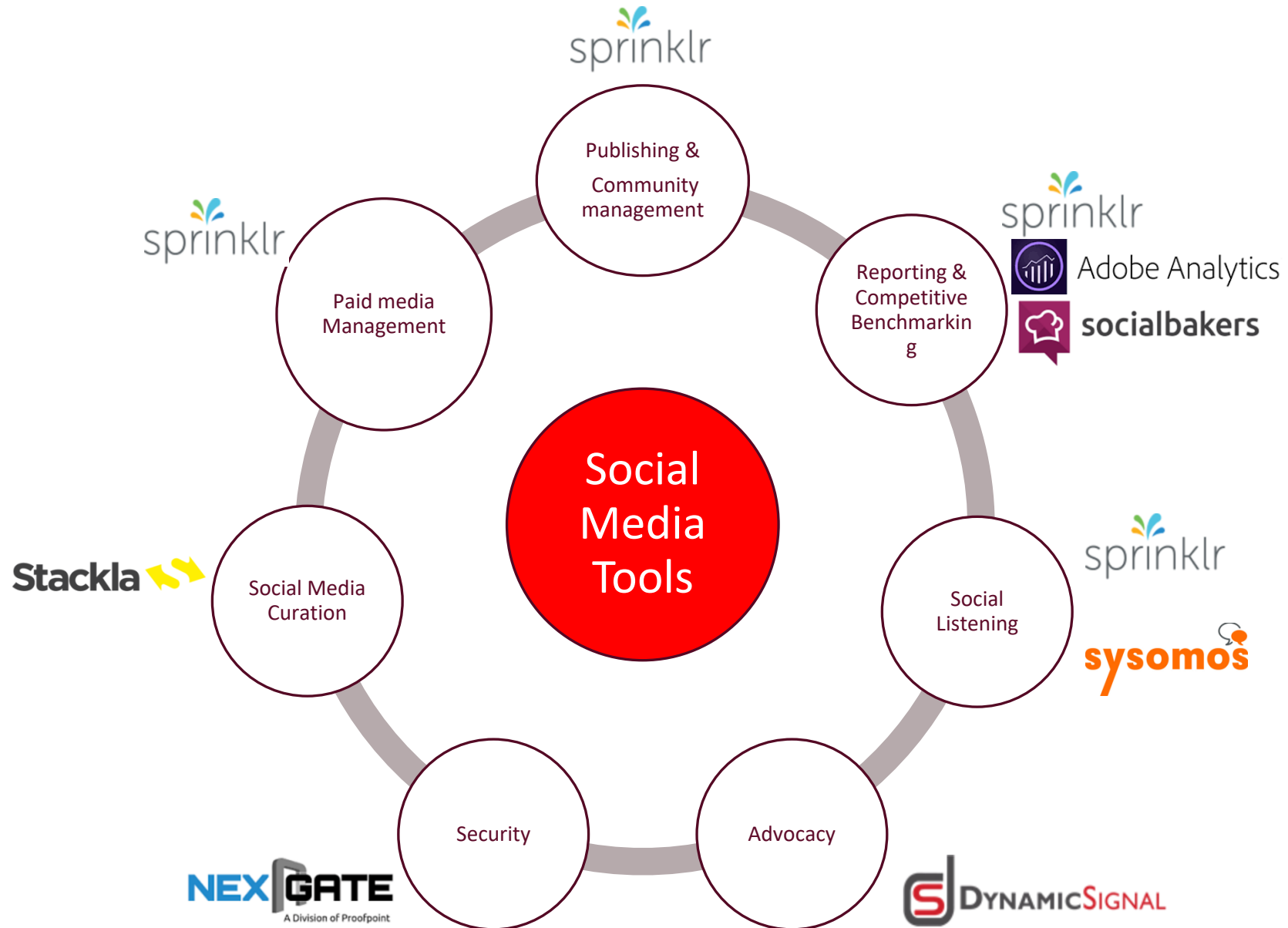
Ideally we want most of our content to fall in Grades A and B. There is also scope to further analyze how the content in other grades can be further improved in the near furture as this kind of analysis can give us clues to where the strengths and weaknesses of our content strategy lie.

Content	Grades
Best performing content	A
Outstanding performing content	B
Good Performing content	C
Decent content	D
Not engaging content	E

Data Source: Sprinklr

SocTech Stack

sprinklr

Publishing & Community management

sprinklr
Adobe Analytics
socialbakers

Reporting & Competitive Benchmarking

sprinklr

Paid media Management

Social Media Tools

Social Listening

sysomos

Stackla

Social Media Curation

Security

Advocacy

NEXGATE
A Division of Proofpoint

DynamicSignal

"IMPACT FIRST"

When big data changes
communication *and* behaviour

ROSKILDE FESTIVAL

SCOPE OF WORK

45 person team

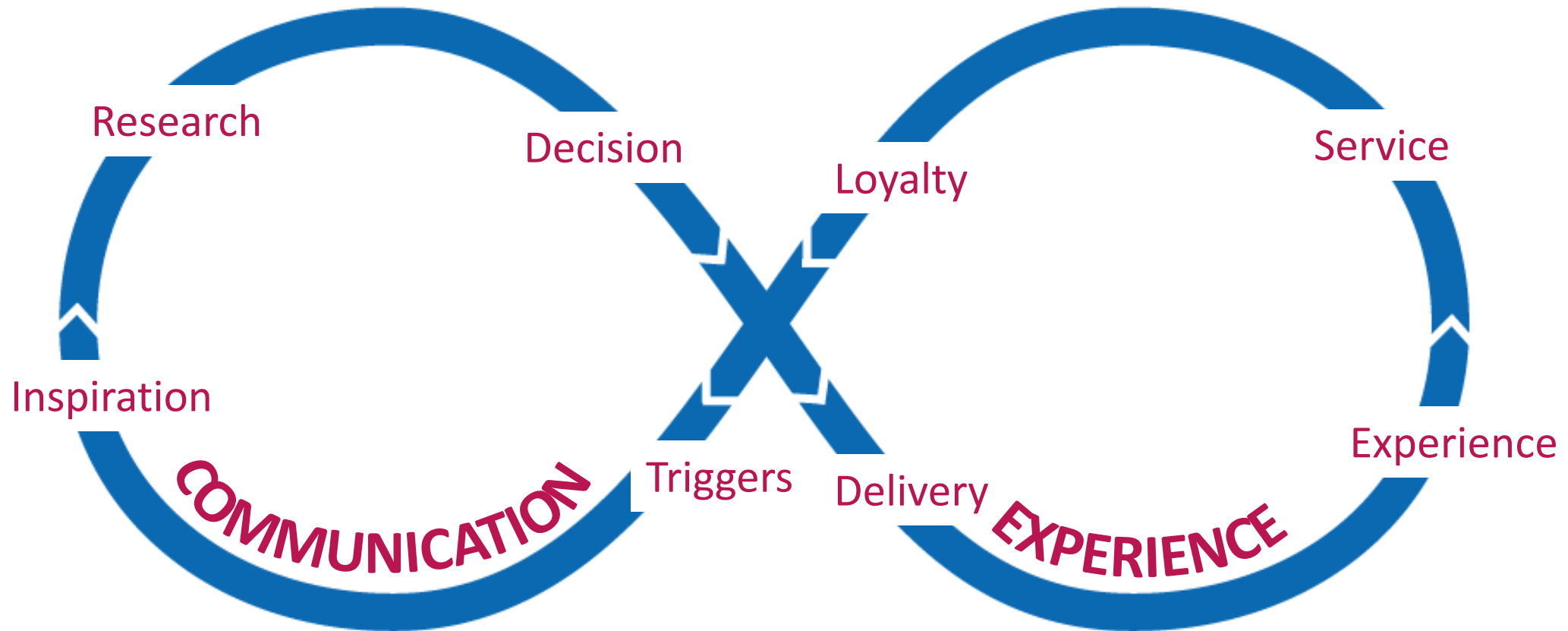4 year project with Roskilde Festival – nearly 3 years in

Data cloud → IBM Watson, Cognos, Spark, SPSS → AI and predictive

Before, during & after

DATA MODEL
Infinite Customer Journey Framework

Research
Decision
Loyalty
Service
Inspiration
Triggers
Delivery
Experience
COMMUNICATION
EXPERIENCE

© **CUSTOMER INFINITY MODEL**
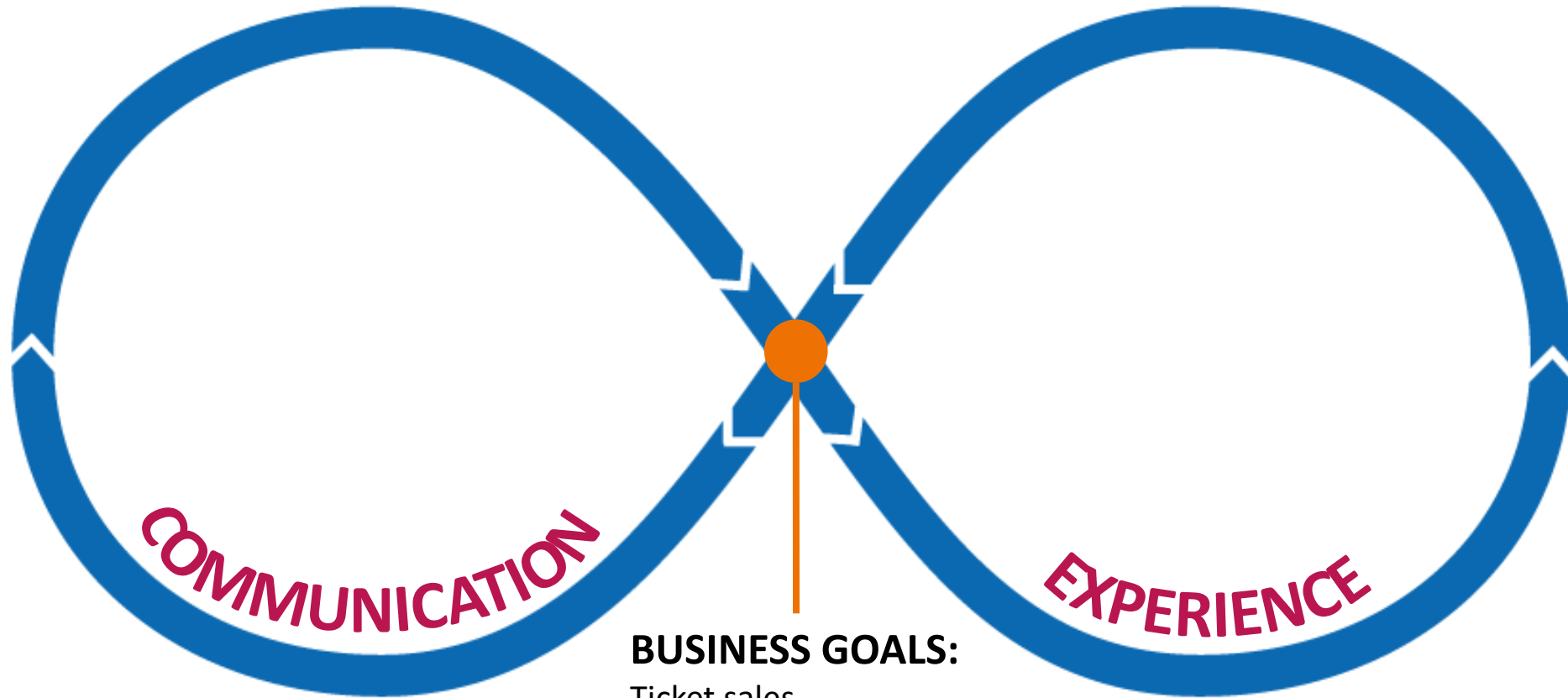Per Østergaard Jacobsen, Claus Andersen & Mogens Bjerre: 2015

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Insight for Impact

DATA MODEL
Business Goals

COMMUNICATION

EXPERIENCE
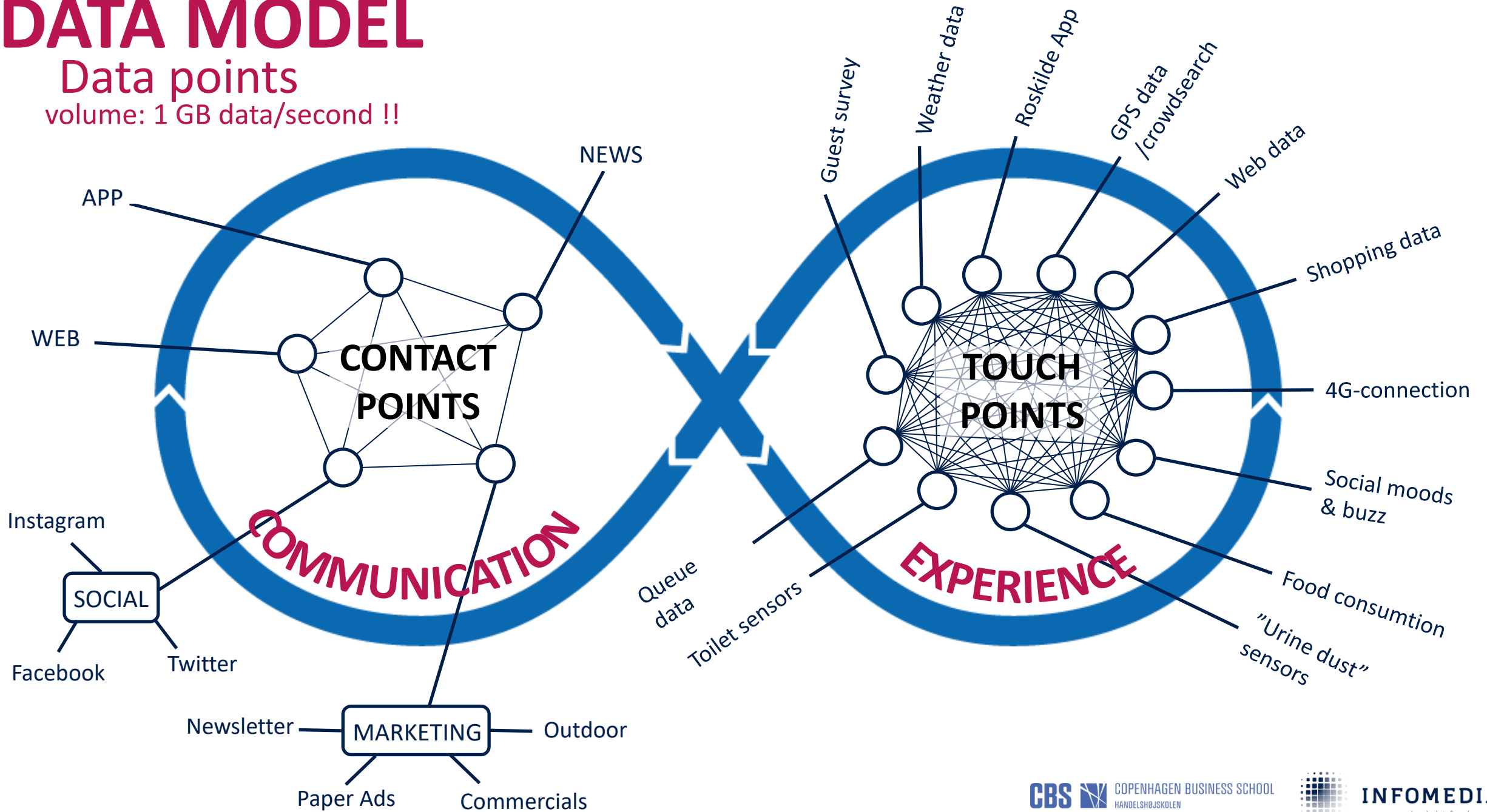
BUSINESS GOALS:
Ticket sales
Food, drink sales
New revenue streams
Supply efficiency
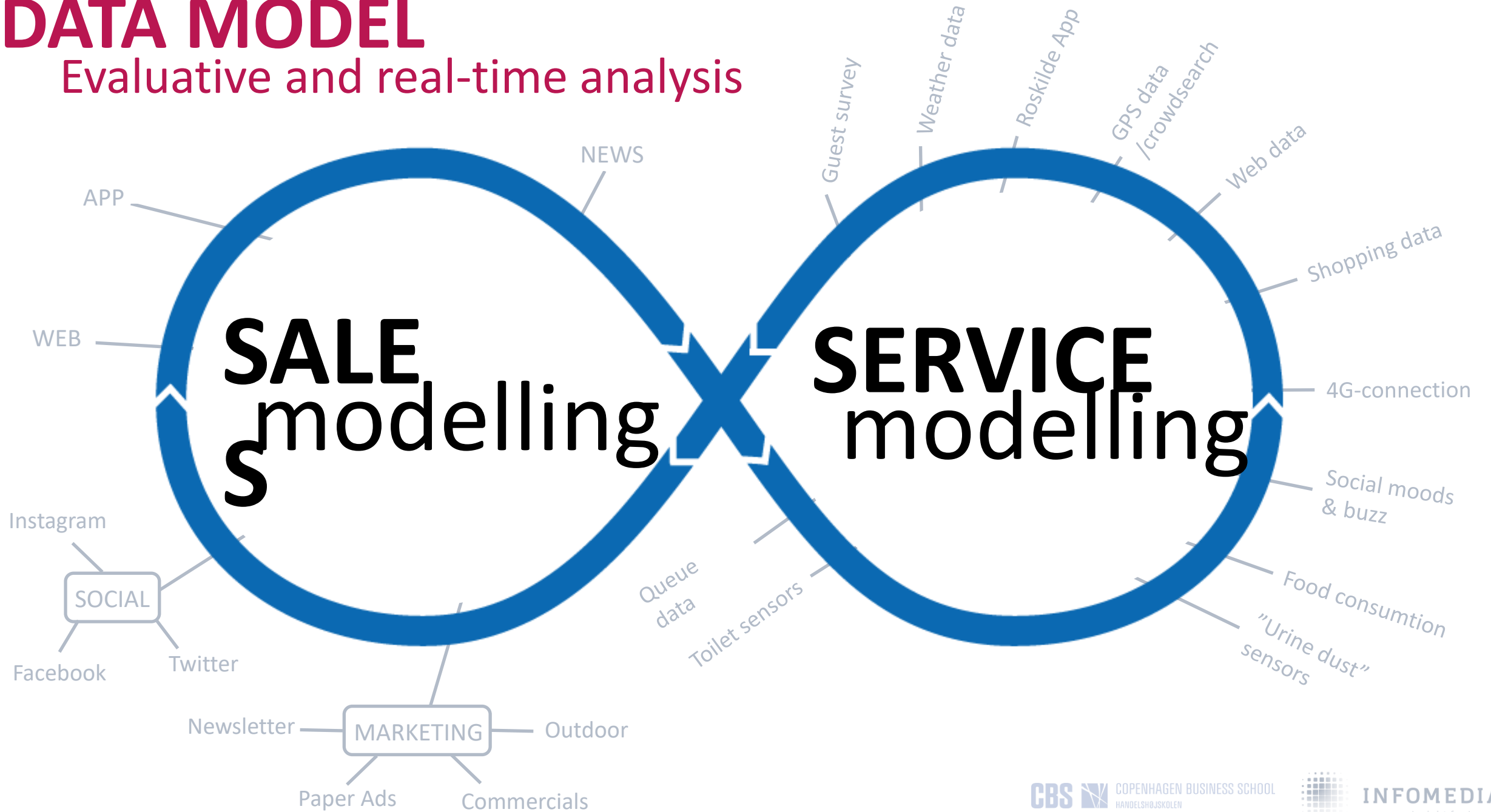Sustainability (NGO!)
Learning for 'full-time' cities (NGO!)

ROSKILDE FESTIVAL

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DATA MODEL
Data points
volume: 1 GB data/second !!

CONTACT POINTS

COMMUNICATION

TOUCH POINTS

EXPERIENCE

APP

WEB

NEWS

Instagram

SOCIAL

Facebook

Twitter

Newsletter

MARKETING

Outdoor

Paper Ads

Commercials

Guest survey

Weather data

Roskilde App

GPS data /crowdsearch

Web data

Shopping data

4G-connection

Social moods & buzz

Food consumtion

"Urine dust" sensors

Queue data

Toilet sensors

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DATA MODEL
Evaluative and real-time analysis

SALES modelling ✕ **SERVICE modelling**

Labels (left loop — SALES):
- NEWS
- APP
- WEB
- Instagram
- SOCIAL
- Facebook
- Twitter
- Newsletter
- MARKETING
- Outdoor
- Paper Ads
- Commercials

Labels (right loop — SERVICE):
- Guest survey
- Weather data
- Roskilde App
- GPS data /crowdsearch
- Web data
- Shopping data
- 4G-connection
- Social moods & buzz
- Food consumtion
- "Urine dust" sensors
- Toilet sensors
- Queue data

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THREE EXAMPLES
(only)

SALES
modelling

old school PR
19%
direct sales
correlation

next step:
**more
data**

expected:

earned
beats
paid

Image source: Tv2.dk

TOILET DATA

➡️ which toilets are **UNDER PRESSURE ?**

Image source: mx.dk
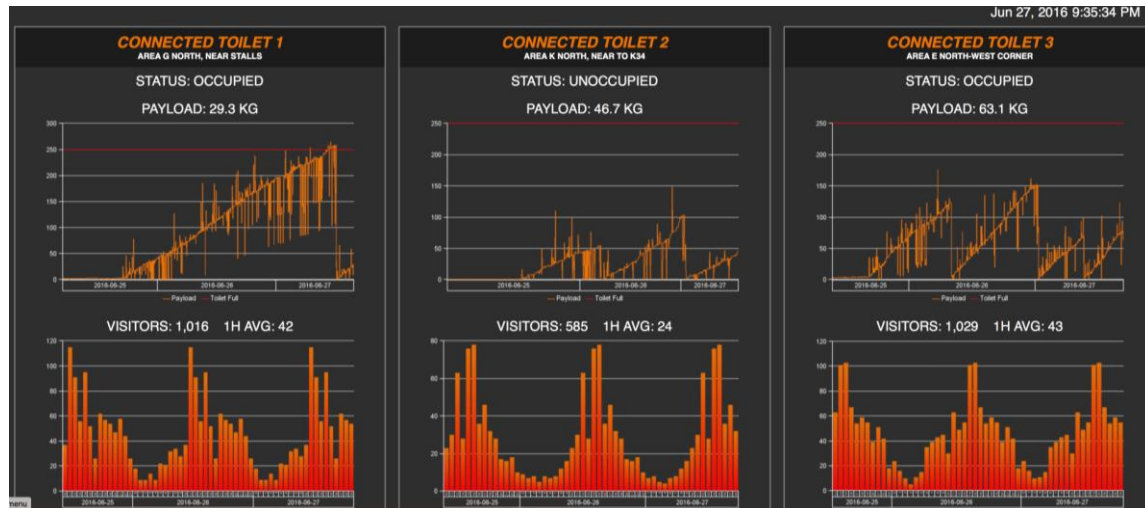
LEARNING POINTS
FOR WORKSHOP G

'Outcome First' approach works because it is intuitive across departments
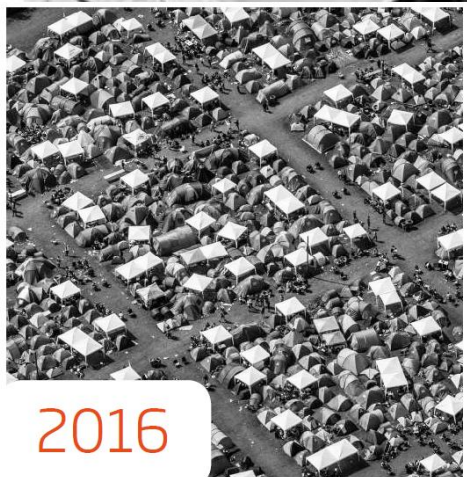
Proof that comms → behaviour ...and that behaviour → communication

Infinity model is more up-to-speed than old 'AIDA' marketing models

Data culture takes time to grow

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1972

2016

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