



Cynopsis Measurement & Data Conference

audience targeting • reporting • monetization

AUG 3 • Dream Downtown, NYC • 11:30AM-4:00PM

EXECUTIVE SUMMARY

Cynopsis held its Measurement and Data Conference on August 3 at **Dream Downtown** in the meatpacking district of New York City. Sponsors included comScore, Nielsen, 605, and Beet.TV. In front of a sold-out crowd industry experts weighed in on how to solve for video's unduplicated reach across platforms, with a measurement standard that people can agree on.

KEYNOTE: THE NEW DATA: HOW IT AFFECTS US ALL

Speaker: MIKE ROSEN, EVP, Portfolio Sales & Strategy - **NBCUniversal**

In the day's opening keynote, **NBCUniversal's** Mike Rosen dove into best practices when it comes to combatting the under-utilization and mis-application of data. Notably, Rosen warned against applying what he called "lazy data." Lazy data, he said, "is the misuse, misapplication, or underutilization of data in determining targeting and how we connect with humans – how we find the right consumers that we want to reach."

As an example, Rosen cited a hypothetical upscale TV advertiser that reaches conclusions based on network-level data, without diving into program-level data. "At the program level, you might find that the network that didn't pop has programs that actually perform better than programs on the other network," he said.

Rosen also cited age and gender as examples of over-broad data that can be lazily applied. And he warned against conflating correlation with causation. For instance, he cautioned that just because someone is a member of a social network where a product is being advertised, and the person buys the product, that doesn't mean the advertising caused the purchase.

Finally, Rosen cautioned that efforts to shorten or eliminate ads are often misguided. "In an effort to improve the user experience, let's not kill the ads," he said. Instead, it's a question of improving storytelling and connecting with consumers. "Great advertising works. People don't hate advertising if it means something to them," said Rosen. And that, he said, is where data becomes truly useful – and exciting. "You have to think about how to match the viewers who are deeply engaged in the content with the right ads that are targeted to them," he said. "If it's relevant to someone, then they care."

MEASURE FOR MEASURE

Moderator: GEORGE IVIE, Executive Director & CEO - **Media Rating Council**

Speakers:

- MANU SINGH, Group VP Commercial Insights & Digital - **Discovery**
- BRIAN WEST, Director, Multiplatform Research - **ABC**
- ED DAVIS, Chief Product Officer, Advertising Sales - **Fox Networks Group**

The day's first panel focused on solutions that the media community will need in order to identify and reach unduplicated audiences, across all platforms and devices, in a densely fragmented setting. The panel also discussed the length of time it will take for new metrics to be accessible to both buyers and sellers.

- **Davis** emphasized the importance of ad creative – but also said that creative isn't everything. "An agency can really do a phenomenal job of buying the lowest amount of needed attention," he said. "They can earn the exposure and the attention that they need with creative. But it's not quite the case that you should be putting all of the responsibility on ad creative." Davis stressed the importance of investing in "tools that help gather data in real time about the brand lift performance of creative." "It's the combination of those two questions," he said: "How much do you need to buy in order to put your creative in, and then how well is the creative performing?"

- Speaking from a programmer's perspective, **West** stressed the importance of measuring all audiences, no matter how or when they're tuning in. "When we look at viewing of our shows beyond the live-seven ratings that are part of the Nielsen traditional TV ratings currency, they see lifts of thirty or forty percent, or even more, when we look at all viewing across all platforms through 35 days," he said. "Our mission is to make it possible for consumers to watch our shows wherever and whenever they want," he added. "Our side of the bargain is that we have to be able to measure and monetize it."

- **Singh** emphasized the importance of simultaneously delivering on advertisers' wishes while maintaining viewer engagement. "You ultimately want to deliver on what the client or marketing objectives are – but how does that align with our internal metrics of engagement?" she said. When it comes to balancing the two objectives, "cross-platform measurement and duplication are critical. With every passing day, our distribution across devices and MVPDs is growing rapidly. And for premium publishers, particularly with long-form video, the share of streams that are coming from connected devices is also growing rapidly. So getting the solution quickly, getting the standards ready for cross-platform duplication, and being able to assess the value of the consumer experience we're providing, is all critical."

CASE STUDY: HOW DELL USED ADDRESSABLE TV TO TARGET SPECIFIC DEMOS

Moderator: JAMIE POWER, Chief Operating Officer - **one2one Media**

Speaker:

- CHRISTI STERN RADEMACHER, Consultant, NA Broadcast Lead & Consumer Media Planner - **Dell**

In the day's next talk, **one2one Media** COO Jamie Power sat down with Dell's Christi Stern Rademacher. The two discussed Dell's use of addressable TV to target high-value audience segments and drive sales.

"It's definitely harder to find those massive captive audiences that we used to be able to find with linear TV," said Rademacher. "But on the flipside, things like addressable TV are really allowing us to target true audiences, as opposed to eighteen-to-fifty-four, or whatever your demographics are. Now you can get really granular with your level of targeting, and eliminate all of the waste." Rademacher said that addressable advertising has allowed Dell to collect extremely specific data, and then use that data in future addressable campaigns. "The work that we've done in addressable TV has led us to a lot of deeper understanding," she said. "For example, we did a bunch of small business tests with addressable TV where ultimately we were buying based on an audience and not based on a program. And through all of that data, we learned where audiences actually are versus where we thought they were."

Rademacher says that Dell has primarily used addressable advertising in B2B advertising. "It doesn't necessarily scale as well from a consumer perspective when we have a mass audience," she said. "But we've been really targeting the business audience – anywhere from small businesses up to Fortune 500 targets."

"If we were looking at a small business IT decision-maker, we would work with our agency partners and figure out, what should this look like from a third-party database?" she added. "Whether that's using Experian data, or using set-top box data from cable providers, and figuring out what that right audience looks like. So it could be a person who has a title – an owner or a senior vice president. Or it could be that they work in a company with fewer than fifteen employees. That data would all then get married together – that would be our universe size. And we would then look at data from both the cable providers and from our own CRM database, and from there we could look to see if we could truly see the lift of people who were exposed to our ads versus those who were not....We could see what they were buying, and how much we were buying," she noted. "And we could see what pieces of the segment were most responsive, and use that data to optimize future campaigns."

MONETIZATION THAT MAKES SENSE

Moderator: JAMIE POWER, Chief Operating Officer - **one2one Media**

Speakers:

- JUDITH HAMMERMAN, VP, Global Data Commercialization - **Time Inc.**
- JESSICA HOGUE, SVP, Product Leadership - **Nielsen**
- GENA STANGLEIN, Director, Vertical Measurement - **Facebook**

The day's second panel explored how to quantify consumers' multiscreen behavior at massive scale – and how to convert their complete audience footprint into revenue.

- **Stanglein** said that "comparability" is the most important issue for measurement pros to grapple with today. "We continue to have more and more media options and more and more ways that we can consume content," she said. "And with that we've introduced more metrics and more ways of measuring. At the end of the day we want to be able to plan, buy, and measure across people."

- **Hogue** said that fixating on the shortcomings of today's measurement tools can stand in the way of successful monetization. "I actually don't know that measurement is the problem anymore," she said. "I feel really encouraged about the progress that's been made in the marketplace. I think it's convenient to say that lack of measurement is what's holding us back. There are still challenges when it comes to achieving comparable metrics and transparency, but I think we run the risk of admiring the problem of not having the right tools. I get enthusiastic when we see partners and clients just lean in, even if they know things aren't going to be perfect."

- **Hammerman** stressed that data helps publishers serve advertisers better. "Today as an advertiser, you want to put as much of your money as you can toward media," she said. "But when we at look at the budgets that are associated with data, and the platforms that help us connect data – the things that help build a stronger story around media – it can be challenging. If I were deciding how things would look five years from now, I'd hope there would be more investment from the advertiser perspective when it comes to recognizing the value that these platforms - and the data itself – actually bring."

THE ADVERTISERS SPEAK

Moderator: DR. MANUEL GARCIA-GARCIA, SVP Research - **ARF**

Speakers:

- JEFF BOEHME, SVP, Television Research - **comScore**
- RACHEL BROOK, Managing Partner, Advanced Analytics - **MediaCom**
- KRISTA LANG, SVP, Executive Director of Media & Analytics - **22squared**
- MICHELLE LYNN, Global Head of Data Science and Insights - **Bloomberg Media**

The day's third panel explored what agencies and brands want and need when it comes to consistent, transparent measurement, including which metrics matter to them – from demographics and reach to frequency and GRPs.

- **Lang** said that it's been getting easier to take a deeper dive into television measurement. "Television is not just about awareness now," she said. "That's definitely a part of it, but now you can measure all the way down to a sale or an action. In the past, television has been a little bit more focused on brand perception changes and awareness, and getting more scale, and digital has been more tied to what you can actually measure in terms of traffic, sales or engagement. I think we're now more able to measure across everything. I think the worlds are combining when it comes to what you can measure for television, versus all the way down to digital."

- **Boehme** said that TV is becoming a more accountable medium. "In effect, television is becoming what digital was in terms of accountability," he said. "That's grown greatly – the ability to identify the targets and be accountable and efficient." He also emphasized the importance of what he called "legitimate traffic." "At comScore we have systems that can identify what's legitimate on digital – and now we're seeing a trend where a lot of digital advertising is coming back to television, because it was more measurable. It didn't include fraud, which once could be 40% of a given digital campaign. So the non-human traffic factor is now becoming apparent – and some companies have been moving against it, because they're seeing no lift." "Scale, and new data capabilities, are changing things," he added. "Now we can use incredibly large, census-like data sets, and inform those data sets with panels, to determine what makes companies successful."

- **Lynn** said that investment into measurement is crucial, and that a lack of such investments can cause problems. "My concern is that, when it comes to the measurement that's being done of us, the commitment or investment on our platforms isn't always big enough," she said. "That always concerns me: When we're barely measured, or can't be measured, because we're just not going big enough – for example, when there aren't enough impressions in the campaign." Lynn also said that measurement tools still need to get better at measuring business outcomes. "I would love to see tools that align KPI's [key performance indicators] to a business outcome," she said. "Awareness is good, but it's not the *business* outcome that our clients are looking for."

- **Brook** said that being active across more channels and platforms can lead to a stronger return on investment – but more so if advertisers have a sufficient budget. "It depends," she said. "If you have a sufficient budget and you can reach more of your audience through different platforms, then yes, it's important. You then don't risk diminishing returns, and you take advantage of cross-channel views. And we certainly measure time and again the impact that off-line can have on digital, in terms of driving search volume or making channels work harder to deliver a stronger ROI."

HITTING THE BULLSEYE WITH DATA & AUDIENCE TARGETING

Moderator: MARK RISIS, Head of Global Data Partnerships - **The Weather Company, an IBM Business**

Speakers:

- BEN TATTA, Co-Founder & President - **605**
- HAILE OWUSU, Chief Data Scientist - **Mashable**
- JULIE DETRAGLIA VP, Ad Sales Research - **Hulu**

The day's last panel explored the deficiency of transparency when it comes to reaching specific audiences with data-driven products. Panelists explored the latest solutions, some of which are being offered by networks themselves.

- Speaking from a publisher's perspective, **Owusu** stressed the growing promise of cross-platform, interactive measurement. "One of the things that we're particularly excited about is the prospect of using interactivity, in a way that would be different if you come to us on different types of mobile devices, versus desktop," he said. "Having an interactive framework for a particular article, or some measurement of interactivity for a video, allows for a richer modeling experience. That's something that we're currently exploring."

- **Tatta** championed addressable advertising. "When we do addressable campaigns, we're processing millions of ad records matched up against millions of transaction records every day," he said. "We're looking at what's working and what's not working. With addressable, you get that level of visibility. And most importantly, everything is linked to a household that can be run through a third party and then matched to first party data." Tatta added that addressable advertising is just one piece of a larger puzzle. "The best addressable campaigns were designed to augment big buys," he said.

- **DeTraglia** emphasized the need for direct attribution. "We need to understand who went and did something – for instance, who went to a store, researched a car, went to a website," she said. "And in the last year or so we've really been figuring that out." She also mentioned the two measurement partners that Hulu works with on those efforts – **Nielsen Catalina Solutions** and **Samba TV**, both of which help with data matching. "It's not easy," she added. "Anything that requires a data match takes a really, really long time, partly because of legal and contract issues."