CYNOPSIS
MEASUREMENT &
DATA BOOT CAMP
CROSS-PLATFORM IMMERSION FOR MEDIA PROS
NOV 7 | 8:30AM-1:30PM | NYC

EXECUTIVE SUMMARY

Cynopsis held its Measurement & Data Boot Camp on Nov. 7 at the Yale Club in Manhattan, sponsored by **TV Time** and the **Advertising Research Foundation**. In the spirit of convergence, the event brought together some of the industry's top practitioners under the theme of Cross-Platform Immersion for Media Pros.

During the event, featured Trainers and Moderators spent less time pontificating about when there *might* be true, consistent cross-platform audience measurement, and a lot more time explaining - in deep, specific detail - how brands, agencies and media companies are making things happen right now given the best partners and tools. Attendees also had the opportunity to participate in Boot Camp Exercises, wherein they tried to solve statistical scenarios.

Session 1: The Digital Vs. Linear War Is Over: Convergence Is Here

Trainers: Beth Rockwood, SVP, Ad Sales Research – Turner
Britta Cleveland, SVP, Research Solutions – Meredith

Moderator: Marc Rappin, VP, Strategic Partnerships – Currnt

Overview: In her presentation, Rockwood provided an overview of continuing television viewing fragmentation, with a particular emphasis on set-top video-on-demand (STB VOD) and over-the-top (OTT) content consumption. Why? Because 57% of all advertising views are now delivered via STB VOD and OTT on the "big screen," typically located in the living room.

In terms of the complexity of viewing habits, Rockwood noted that there are more than 800 million connected-TV devices for video - an average of 2.5 per person. CNN alone has "hundreds of endpoints" and, given the differences in technology across platforms, true audience measurement remains elusive. "We're definitely awash in options. It is a confusing set of opportunities for us internally, for the people we're doing business with and also for the consumer," Rockwood said.

Cleveland began by revealing that over the past three years, Meredith's audiences have ended up "pretty evenly split between digital and magazines." She had words of praise for the fusion of data from MRI and comScore but acknowledged challenges with both back-end campaign measurement tools and reach/frequency calculations. She was not the only Boot Camp participant to stress that efforts to achieve optimal reach and frequency have to begin with an advertiser's KPI goals. "It's more about who they are trying to reach than just reach," said Cleveland.

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Session 2: Audience-based Selling & Planning Strategy: Putting Fragmented Pieces Together

Trainers: Matt Prohaska, CEO & Principal – Prohaska Consulting
Jonathan Bokor, Principal – Connected Consultants

Moderator: Susan Hogan, SVP Research & Measurement – IAB

Given Prohaska's varied background - from BBDO to CNET to the New York Times, among others - he has witnessed the rise of digital and has a distinct vision of how digital/TV convergence should actually work. Comparing traditional TV buying to today's shift toward audiences over age and gender, "The efficiency comes with the ability to reduce waste," Prohaska explained.

Frequency capping for TV campaigns is very much a work in progress, Prohaska observed, reiterating a common theme of the Boot Camp. "There are some coming solutions, but it's definitely not there yet." He provided detailed guidance on how self-serve TV platforms should be leveraged, how to move beyond age/gender targeting (with an emphasis on ensuring data quality and attribution models that "give credit fairly"), the right mix of in-house talent and external providers and best practices for reaching viewers on connected-TV devices.

Bokor said there's "definitely promise" in the OpenAP audience-buying consortium of Fox, Turner, Viacom and others but noted limitations. "Even though you can use one target across all vendors, you can't optimize a buy across the marketplace." Bokor reiterated the need to separate "the wheat from the chaff" when choosing data for advanced TV targeting. "You still need to think about data quality."

Session 3: Advanced Analytics to Peek Behind "Walled Gardens" in Paid Social Media

Trainer: Newcombe Clark, Global Director, Rapid Learning Lab (RLL) – AIG

Moderator: Susan Hogan, SVP Research & Measurement – IAB

The role of the RLL at AIG, the world's largest insurance company, is to "maximize profitable growth." Sounds pretty straightforward, but Clark's in-depth case study on how to find more travel insurance prospects in the digital realm made lunar landings look simple by comparison. RLL is guided by three basic principles: Compliancy (can it be done legally?), Transparency, as in "can we measure it?" and Scalability, or "can we grow it?"

Clark explained how RLL sought to create three million lookalike audience targets using its own CRM data and six demand-side platforms, terming the exercise "a blind bakeoff" in the

hunt for the most profitable candidates for AIG's Travel Guide product. Complexities included the many ways that travel insurance can be purchased and terms/conditions data restrictions that represented "another head exploder."

In his peek inside walled gardens like Facebook, he walked attendees through RLL's use of "placebo" ads and real travel insurance ads on the social media platform. While Facebook's data-sharing practices are always a work in progress, he praised the platform for its deterministic data across devices. The bottom line for AIG: Facebook delivered a return on ad spend of 160% versus digital media, according to Clark.

Session 4: Managing & Reporting on Campaign Successes

Trainers: Ikechi Okoronkwo, Director, Senior Partner, Advanced Analytics Lead – Mindshare
Harvey Goldhersz, EVP, Data & Innovation – IRi

Moderator: Ethan Heftman, VP, Precision & Performance Advertising Sales – A+E Networks

Okoronkwo's overarching message was that brands and agencies need to move from "retrospective to prospective" in planning campaigns and measuring their business outcomes. He shared a Measurement Framework - picking the most appropriate KPI's, selecting and configuring measurement solutions, visualizing and reporting results, optimization and measuring return - and a Measurement Learning Agenda. "Science is about observation," he said of the latter. Above all, client participation at every point in the process and full communication along the way is a key element to success.

Goldhersz is an industry veteran who just recently joined IRi, with which he has worked for clients. "I'm a big believer that you set yourself up by what you did before the campaign, not during the campaign," he said by way of introduction. "There's a lot of complexity that we have to navigate through," including only measuring KPI's that matter and advancing beyond "an industry driven by clicks." One salient observation: 30% of an audience that buys your product wasn't your target demo. Among other advice, he counseled brands to stop moving their data around (to avoid degradation), guard first-party data at all costs and decouple "the tools from the actual data."

Session 5: Going Beyond the Ratings with TV Time

Speaker: Alex von Krogh, VP, Sales – TV Time

In his presentation, Krogh introduced the audience to TV Time, likening it to "a glorified TV Guide." TV Time is an app and website (12 million registered users globally) that let viewers share their perspectives on specific programs and find programs that are relevant to them.

The ensuing data showing episode-by-episode viewer engagement can be used by TV networks and other content creators to value programs beyond traditional ratings metrics.

In Krogh's case study, a talent agency representing the creators of a TV family sitcom series used TV Time data to demonstrate the series' value beyond Nielsen ratings. Comparing the sitcom to another comedy series that had higher Nielsen ratings, the agency was able to show how the "emotional response" to its client's series had shifted over time. Insights into how viewers consumed the series (digital versus linear) also can help networks in the way they sell ads within their own programs, Krogh explained.

Session 5: Maximizing Your Programmatic Buy

Trainers: George Pappachen, President – BiScience
Jon Stewart, VP, Measurement – Survata

Pappachen gave an in-depth explanation of the still-complex digital media supply chain as it applies to digital video advertising, with particular emphasis on achieving full transparency within programmatic transactions. He cited eMarketer data showing that 40 to 50 cents on each advertising dollar ends up with the publisher "maybe even less," with the rest going to "handlers" on the buy- and sell-sides. As for tech intermediaries, for every desktop impression there are three versus 2.2 for video impressions. On the publisher side, there are 5.7 for each mobile impression and 6.5 for desktop.

The rise of header bidding, Pappachen explained, is intended to replace "a lack of clarity to the protocol" of traditional waterfall programmatic transactions. His company uses a daisy chain approach to identify each and every entity that is involved in a given transaction.

Stewart walked the audience through the process of assessing campaign effectiveness, explaining how viewability and brand-safe environments have taken center stage in recent years. "They are table stakes," he said, shifting the conversation to incremental brand lift directly attributable to ad exposures. Stewart cautioned against quarter-by-quarter sales planning/measurement and presented a graphic showing brand building tactics compared with sales activation tactics.

Noting the scale limitations of first-party data, Stewart guided attendees through the process of modeling with third-party data. His "getting started" advice consisted of: "Pick a measurement partner. Get set up. Make a plan so you understand what you're measuring."