



Measuring Outcomes in Online Media campaigns

Tuesday 30th August 2011, Sydney, Australia

“Brand display suffers from applying “old media’ values of measurement to new technology platform. What we want to see is the new technology applied to our old media measurement values”



Georges-Edouard
Dias –
SVP e-business,

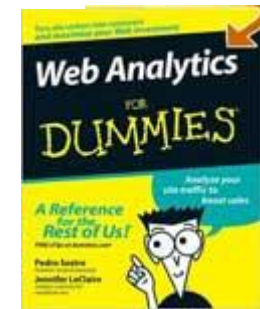
L'ORÉAL
PARIS



What's
new?

what's
next

Web Analytics



Audience Measurement

ViziSense

nielsen
.....

COMSCORE.



Roy Morgan
— Research —

effecti✓ve
measure

colmar brunton.

Gemius

Advertising effectiveness measurement



Dynamic Logic

A Millward Brown Company



Ad Metrics



Social Media - Blogs - Widget



I'M ON AN INTERNET

Old Spice

FOLLOW US:



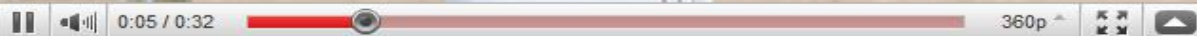
Old Spice

Old Spice's Channel

Subscribe

Uploads

Playlists



Info Favorite Share Playlists Flag


Old Spice | Questions


From: OldSpice | June 29, 2010 | 14,430,917 views


Should your man smell like an Old Spice man?


Join us on Facebook - <http://www.facebook.com/OldSpice>


View comments, related videos, and more


- 


Old Spice | Responses
16 minutes ago
[more info](#)
- 

Old Spice | Questions
4 days ago
[more info](#)
- 

Old Spice | Boat
4 days ago
[more info](#)
- 

Old Spice | The Man Your Man
4 days ago
[more info](#)
- 

Old Spice | Odor Blocker
2 minutes ago
[more info](#)
- 

Old Spice | Different Scents
11 hours ago
[more info](#)
- 

Old Spice | Swagger
1 hour ago
[more info](#)

Handwritten text on lined paper, possibly a signature or name, written in dark ink. The text is oriented vertically and appears to be "L. M. G." followed by a checkmark-like symbol.



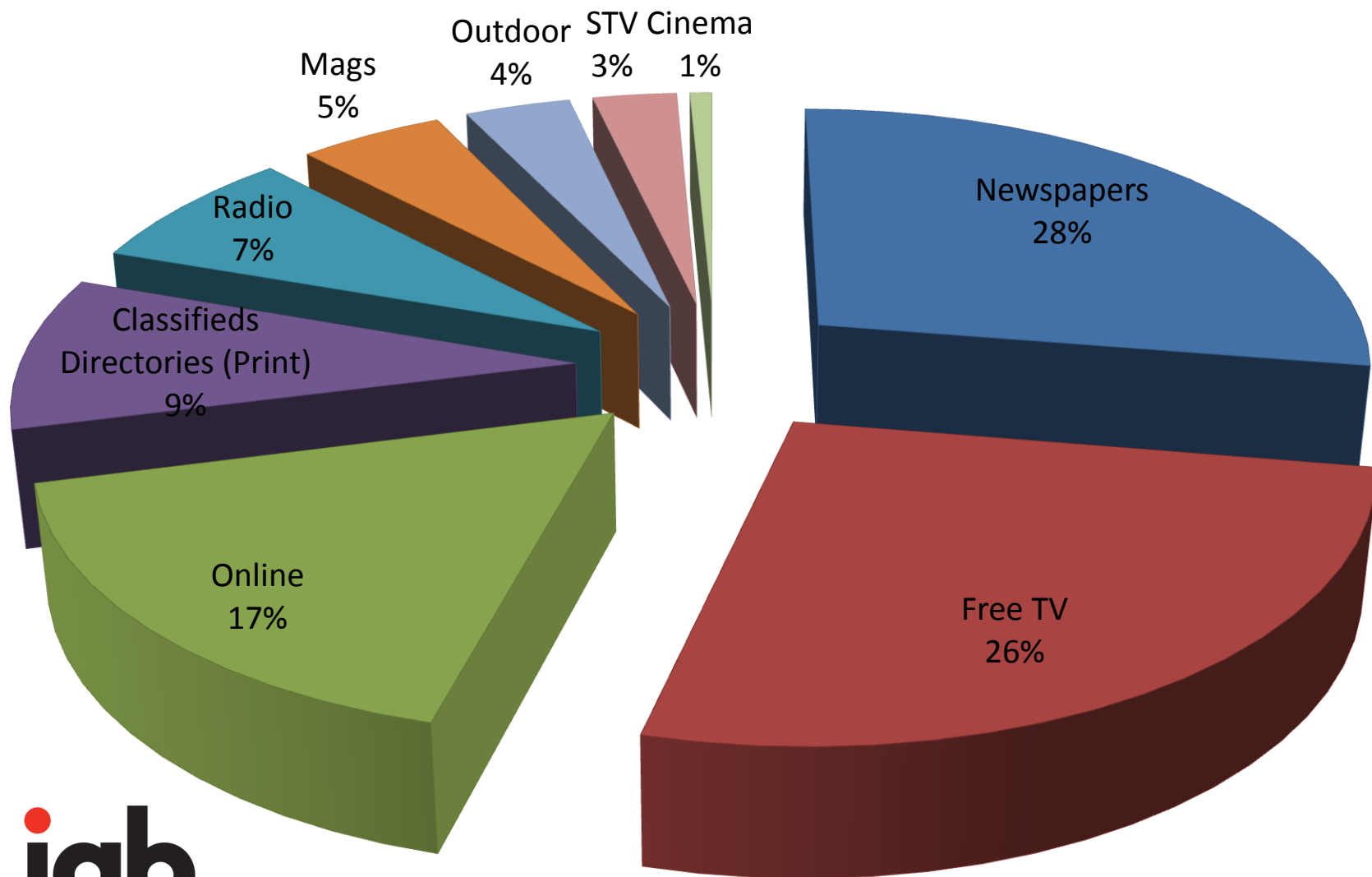
Why?

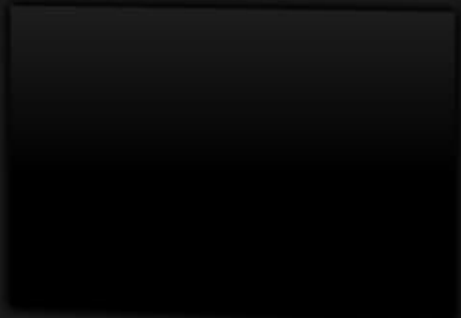
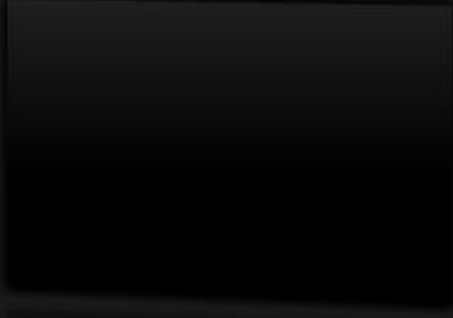
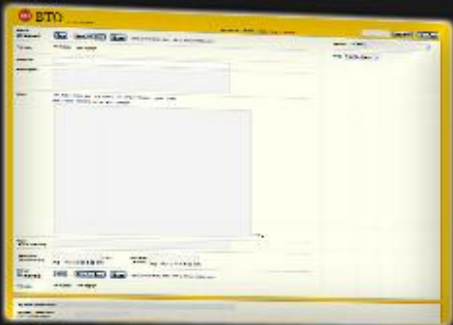


Internet advertising – wired by category (A\$ millions)

		Forecast data						
Aust \$	2010	2011	2012	2013	2014	2015	2011-2015 CAGR	
Search	1,128	1,285	1,470	1,735	1,910	2,055		
% Change	19.5%	13.9%	14.4%	18.0%	10.1%	7.6%	12.7%	
Display	605	690	800	960	1,075	1,160		
% Change	21.5%	14.0%	15.9%	20.0%	12.0%	7.9%	13.9%	
Classified	531	595	675	790	860	920		
% Change	23.8%	12.1%	13.4%	17.0%	8.9%	7.0%	11.6%	
Total	2,264	2,570	2,945	3,485	3,845	4,135		
% Change	21.0%	13.5%	14.6%	18.3%	10.3%	7.5%	12.8%	

AU Advertising Share by media CY 2010

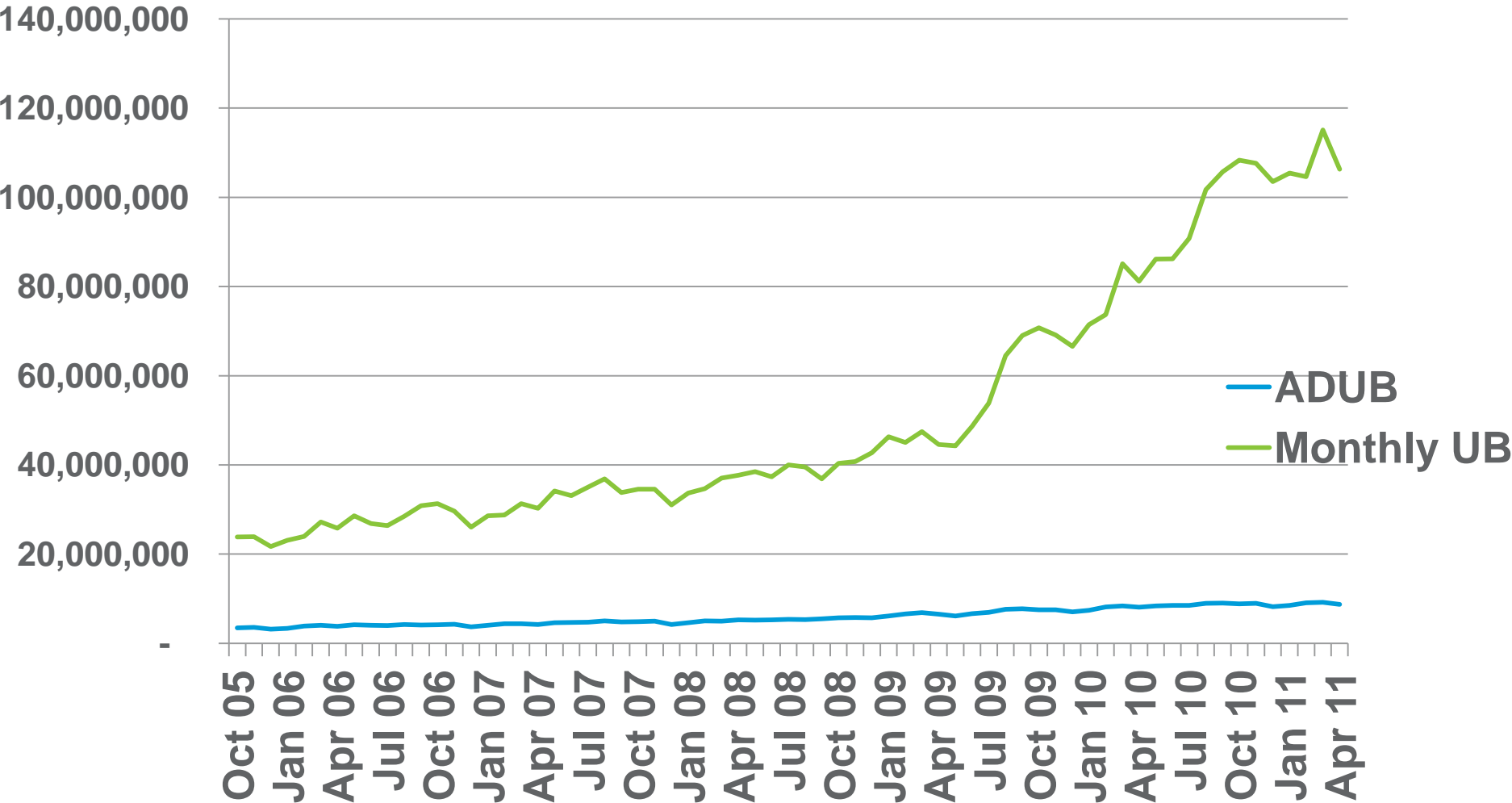






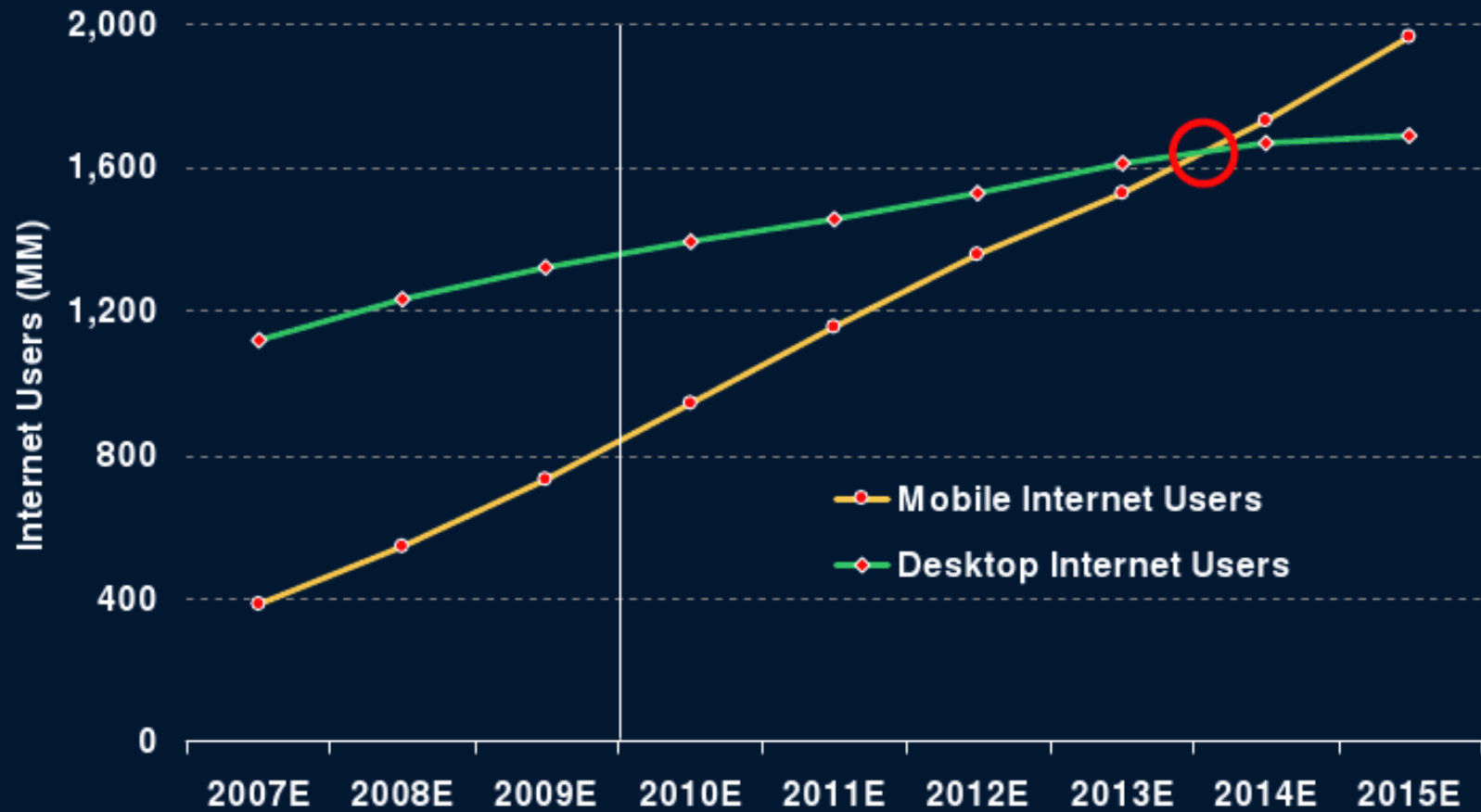


What are we trying to fix?



Mobile Users > Desktop Internet Users Within 5 Years

Global Mobile vs. Desktop Internet User Projection, 2007 – 2015E





What's
new?



What's
new?

- Larger and improved panels
- Audit and accreditation
- Sole and exclusive preferred supplier
- Wider and more accurate capture of online universe and online activity
- People-based measurement methodology and metrics
- Hybrid audience measurement – best of panel and tags
- Reach & Frequency – longitudinal analyses
- Comparable with other media – planning and buying
- Improved user interface (UI)

IAB Australia announces preferred supplier

Published: 04th May, 2011

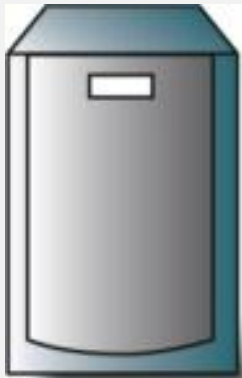
25th May 2011: IAB Australia today announced that The Nielsen Company has been appointed the sole and exclusive preferred supplier for the provision of online audience measurement services in Australia. The appointment which is for an initial two-year term, follows an eight month tender and review process which was strongly supported by the MFA and AANA and overseen by TressCox Lawyers

With the endorsement of Nielsen Online Ratings, IAB Australia is identifying people-based metrics, as opposed to browser-based, as the best and preferred online audience measurement system for the Australian online advertising industry. This will allow online to be measured comparably with other media in addition to providing online reach and frequency analyses comparable with traditional media schedules; and will act as a platform for true cross-media measurement with other channels

Online Ratings Principles



Panel Provides the Audience: The integrated panel and other location survey data give us the most reliable view of people's internet usage.



Server Data Enhances Volume Calculation: Server data allows us to remove volumetric variability and provide better estimates for small websites and short time periods.

Online Ratings System

Panel Strengths

Demographic detail

Comparable with other media

People metric

All pages and applications

online ratings



Tagging Strengths

Census figures

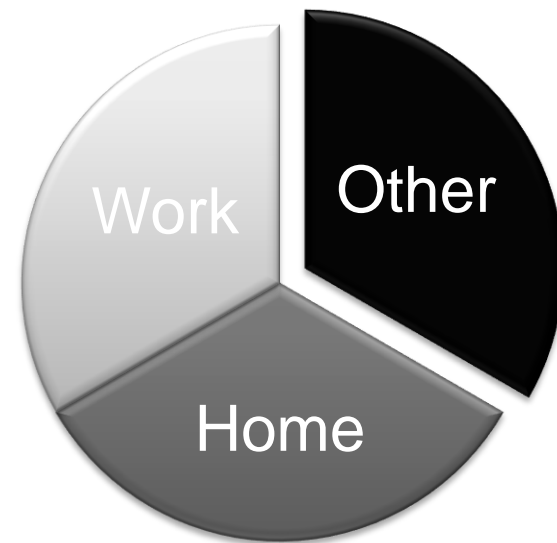
Daily updates

All locations

Measures long tail

Methodology: Expanding the Pie

- **Panel Centric:** Guiding principles of the user-centric integration R&D are:
 1. To build a third sample on top of the current home and work samples, which adds the “other” group
 2. Use our tag data to better measure everything including home and work
- **Other:** This third sample, the “other” sample defined as “all locations and settings currently not measured by the home and work panel”
 - Work usage in shared settings
 - Secondary PCs at home
 - Public access locations (incl Unis)
 - Mobile usage
 - Un-measurable devices (incl Mac)



What is Nielsen hybrid audience measurement?



Representative



Comprehensive



Consistent

Key benefits for the industry

1

Captures data from **all sources**

2

Measures **people** not computers, browsers, devices

3

Enables **cross-media** measurement

4

Consistent market-wide rules ensure a level playing field

5

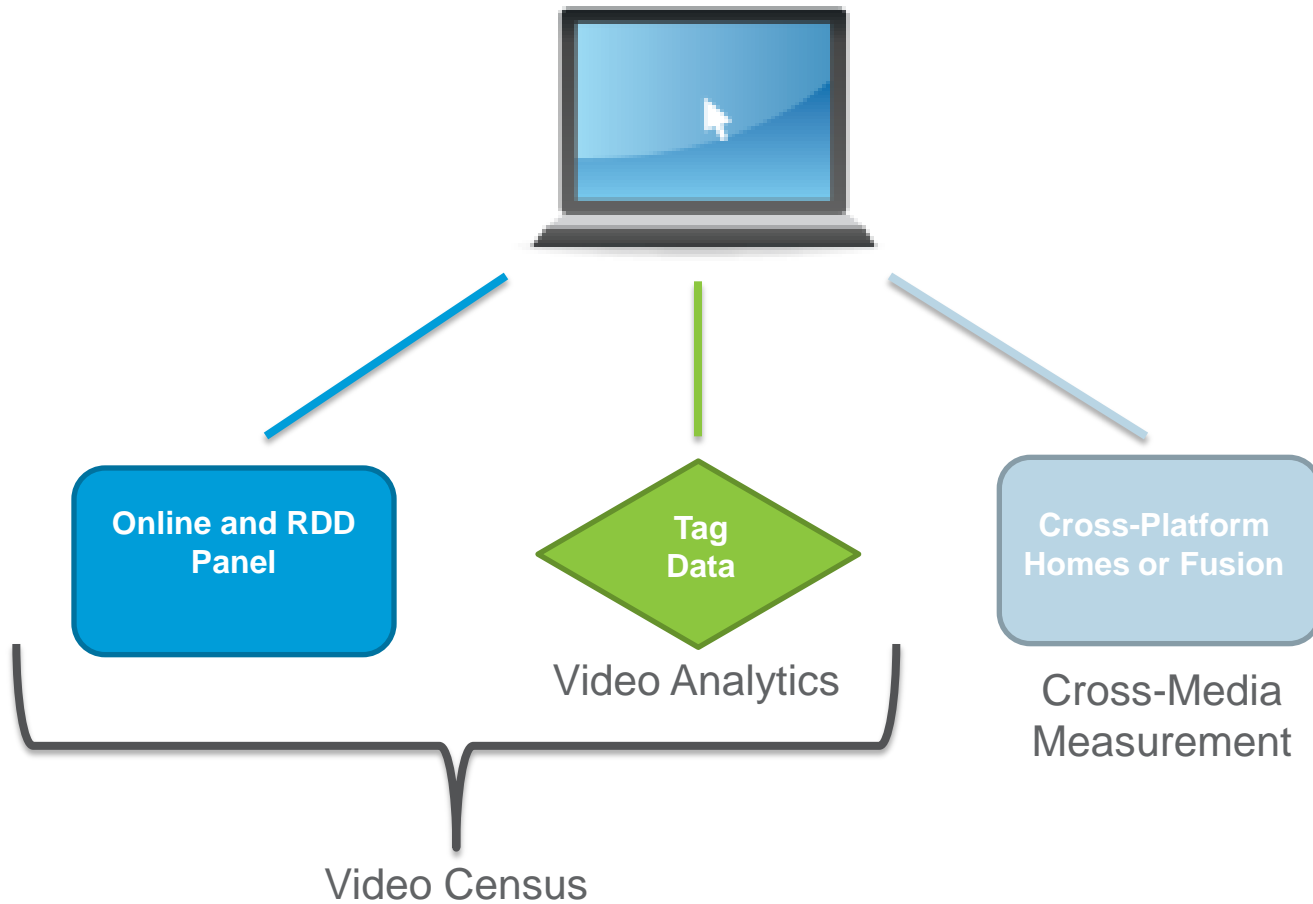
Accurate representation of ad inventory and audiences

6

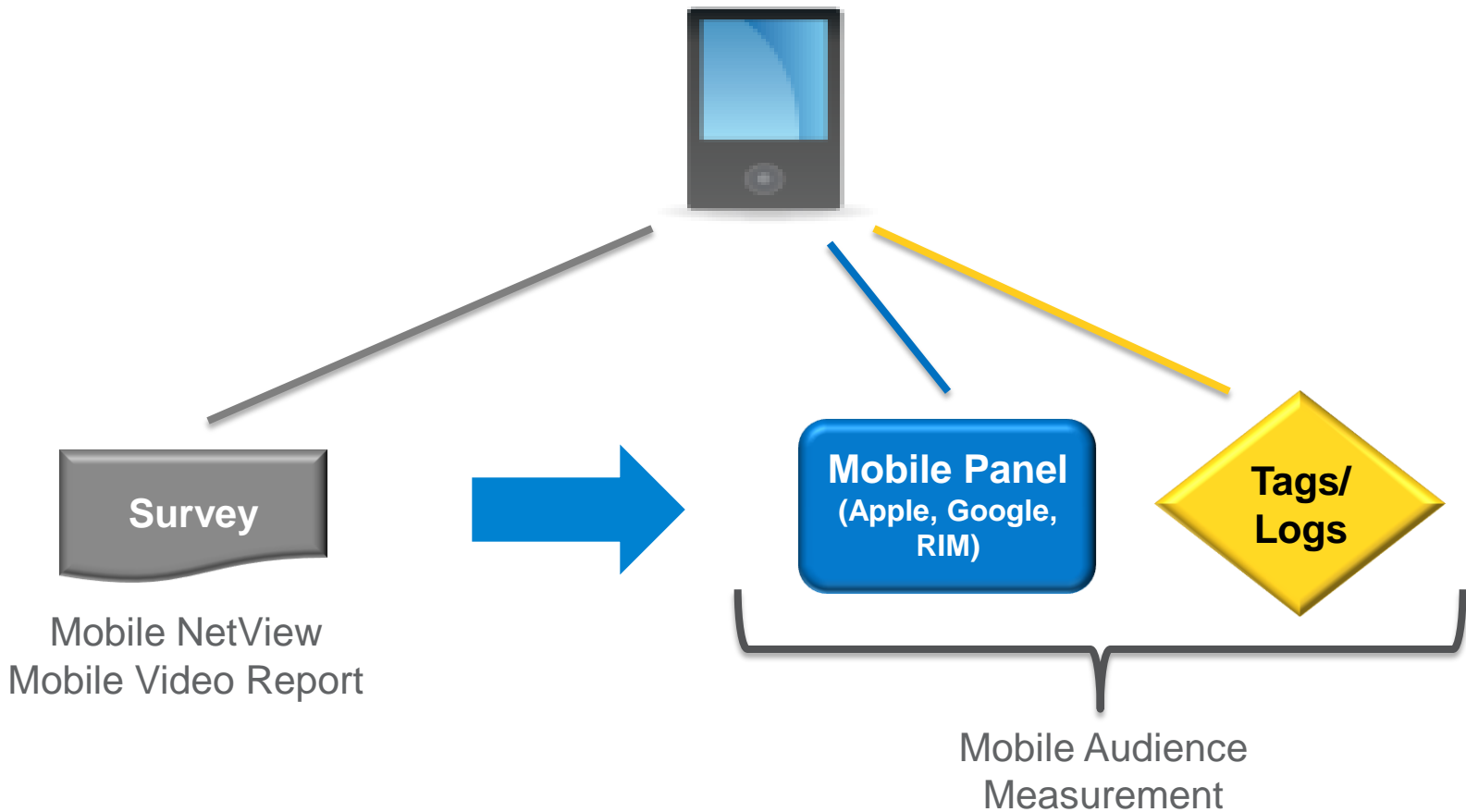
Experienced: **first syndicated video product** in marketplace using hybrid

what's next

A full view of Online Video



Towards Digital Mobile Measurement





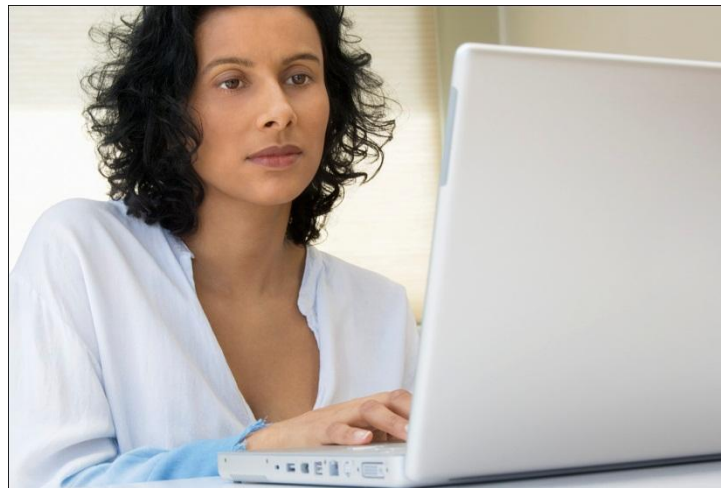
Retail & FMCG industries annual advertising expenditure TV & Print:

Retail = \$1.5billion;

FMCG = \$700m;

Total = \$2.2billion

Online general display = \$70m or ~ 5% each



iab.
australia



Summary

- Online audience measurement the most accurate and advanced in 20 years
- Australia at the forefront of global technology and methodology
- People-based measurement and metrics
- Comparable with other media
 - ‘enabler’ for Australian multi channel media companies
- No longer a ‘barrier to entry’ for advertisers into online advertising
- Significant step towards true cross-media measurement
- Online will be at the heart of every advertising strategy and campaign

