

# *Making Measurement Meaningful*

# Why do we measure media and advertising?

- Track progress = Is everything going to plan?
- Analyse = Why isn't it going to plan?  
Fix the problem.
- Gain insight = Give me a better understanding;  
something I don't already know.
- Plan for the future = Let's do it better next time.  
Let's refine our strategy.

If you can measure it..



# Intermediaries increasing.. even more to measure

## DISPLAY LUMAscape



⊞ Denotes acquired company

⊞ Denotes shuttered company

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Focus on behaviour, not activity, being measured

a CTR of  
**0.50%**



**99.5%**  
not clicked

# Many actions require contradictory media tactics

The tactics to optimise audience reach, are different to efficient cost-per-click traffic, which are different to volume of test-drives.

Rarely, can all be achieved with single tactic. Most contradict each other.



≠



≠



# Data needs context of media partners

One behaviour that is natural in one channel may not be in another.

For example: 'Consideration'

Brochure Download

+

New Car Listings Views

+

Uplift in Reviews



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For example: 'Trial'

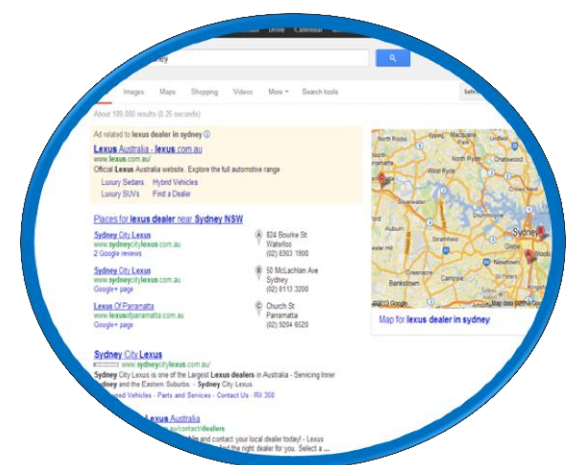
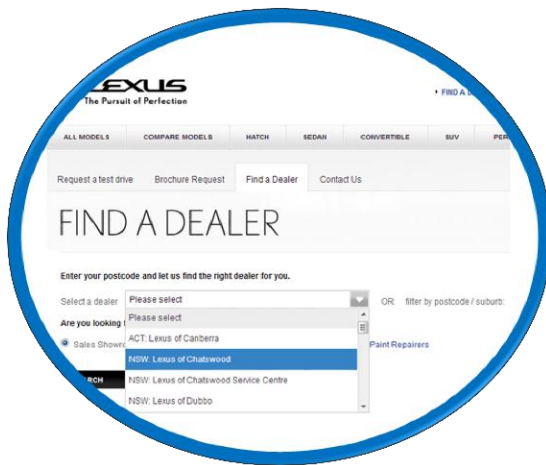
OEM dealer locator

+

Carsales lead

+

Google dealer search





Test drives are declining.. used for validation



*New car buyers average only 2 dealer enquiries.*

# *Simplifying Measurement*

# Simple Buying Journey Framework



Awareness

Consideration

Trial / Lead

Sale /  
Repurchase

Loyalty /  
Advocacy

1. Group measurement into buying journey stages above.
2. Prioritise (weight) these stages to form a summary score.
3. Focus benchmarking, and KPIs, around these grouped buying stages, rather than any individual measurement – which will normalise the results and show trends clearly.

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Reach initial 2,600,000  
potential audience in  
internet, radio and  
TV.

Video view-throughs  
with potential  
audience

Reach of in-market  
buyers on comparison  
sites

*EXAMPLES OF MEASUREMENT*

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Increase in classified listings searches, increase dealer classifieds stock

50% increase in views of editorial review content.

Brochure downloads

Increase in non-brand / navigation clicks in Google

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Increase test drives by X% on PCP.

Increase dealer new leads from classifieds X%

Increase in Google dealer search queries above trend.

**EXAMPLES OF MEASUREMENT**

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Sell \_\_\_\_ units in March-April (VFACTS).

Research to show 50% repurchase rate within families who previously owned brand.

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Loyalty / Advocacy

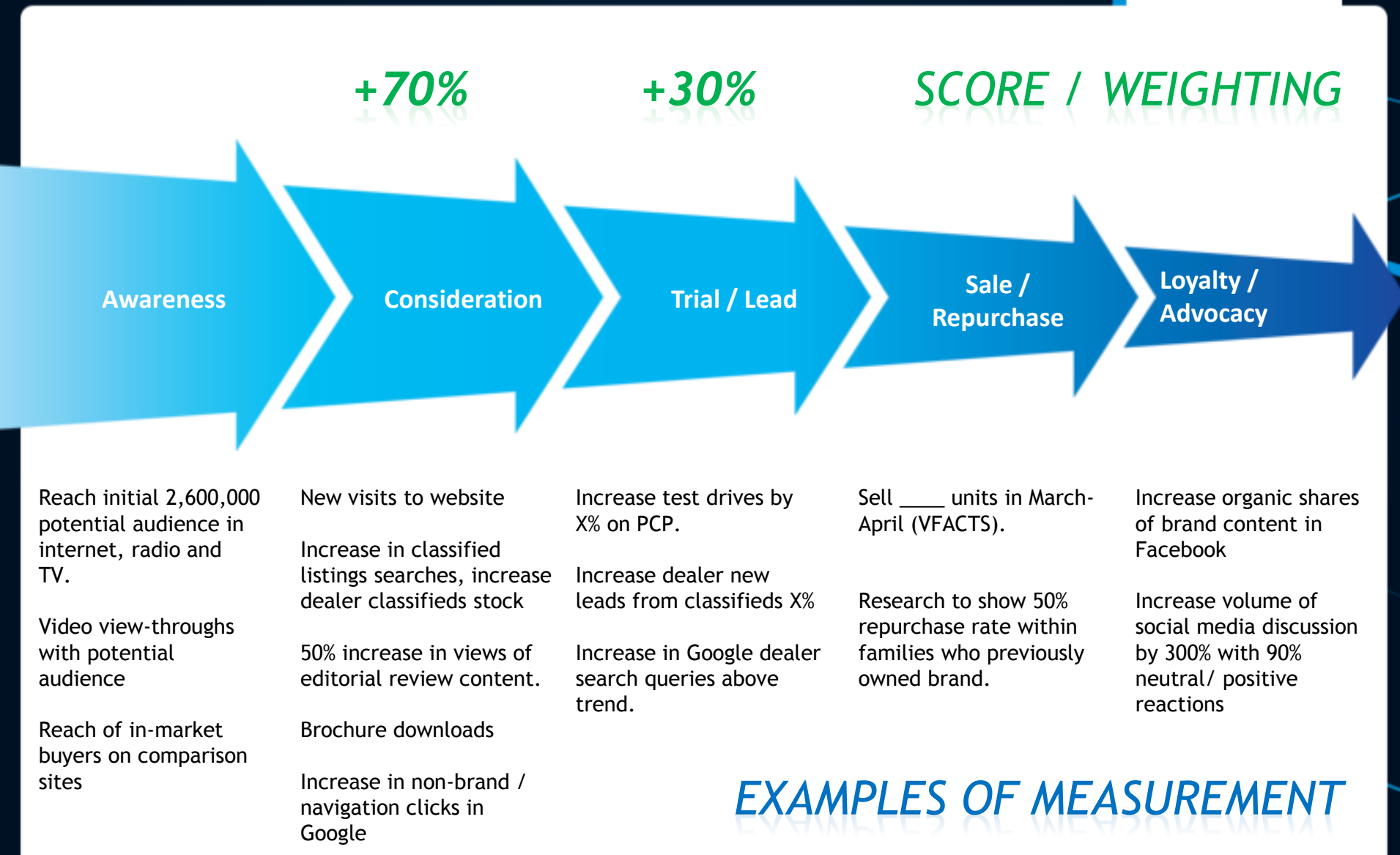
Increase organic shares of brand content in Facebook

Increase volume of social media discussion by 300% with 90% neutral/ positive reactions

## EXAMPLES OF MEASUREMENT



# Simple Buying Journey Framework



## EXAMPLES OF MEASUREMENT

*Examples of media  
partner data  
to help measure.*

**New Car Advice**

ESCAPE IN STYLE.  
NEW PEUGEOT 4008



**Search For Cars** > *New & Used*

Make: Any make    Model: (all models)

Price From: Min    Price To: Max

Location: Any    Ad Type: All Dealer & Private

Keyword: e.g. Rego, colour, features

Last search: VOLVO    [Advanced Search](#)    [Search Q](#)

**New Car Showroom**

- Hatch    Sedan
  - Wagon    SUV
  - Lite    [more body types](#)
- Toyota    • Ford    • Volkswagen
  - Holden    • Mazda    • Nissan
  - Hyundai    • BMW    [more makes](#)

**Sell Your Car**    [Create Ad](#)

*"We sell a car every minute"*    [Manage your Ad](#)

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**Get Car Insurance**

Find the insurance package to suit you. [more](#)

**CommBank Car Loan**

Looking for a car loan? Borrow up to \$50,000. [more](#)

**Featured** > *Car News, Reviews & Videos*



**Honda CR-Z: Road Test**

*Published: 23 July 2012*

The CR-Z has much to recommend it. But as a sportscar, it's dogged by its maker's past accomplishments

[Read more >>](#)



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ESCAPE IN STYLE.

**Latest Posts** >           

**carsales.com.au** on Facebook

You like this.

63,520 people like carsales.com.au.

Samantha    Emma    Fong    Deshan    Adrian

Nathan    CJ    Sabrina    Melissa    Jackson

Facebook social plugin

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The RedBook Valuation Certificate gives you a personalised valuation for your vehicle including details... [more](#)

**CarFacts**

Buy safely - get a CarFacts History Report... [more](#)

**Carsales Mobile**

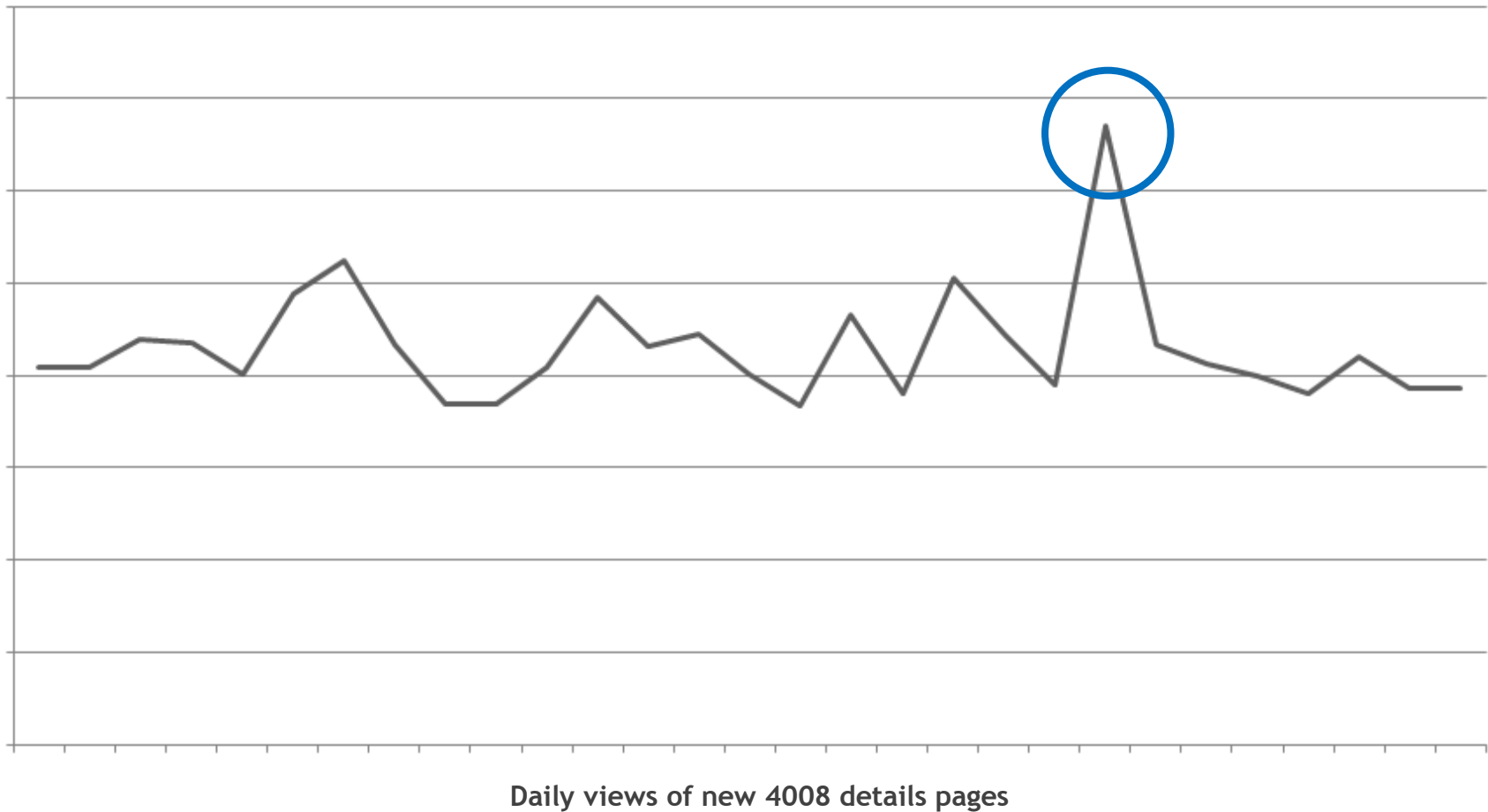
on your mobile or on our new iPhone App... [more](#)

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# Peugeot - correlation of brand consideration

Daily views of new 4008s on Carsales peaked with corresponding brand campaign in Carsales.



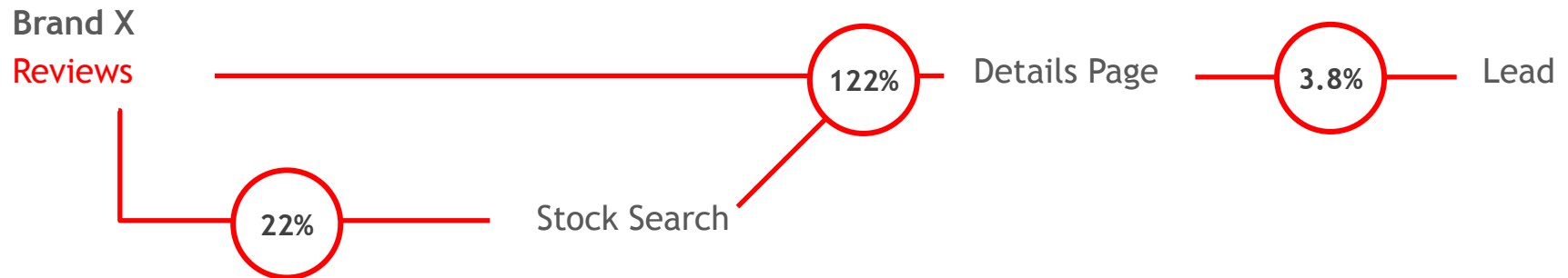
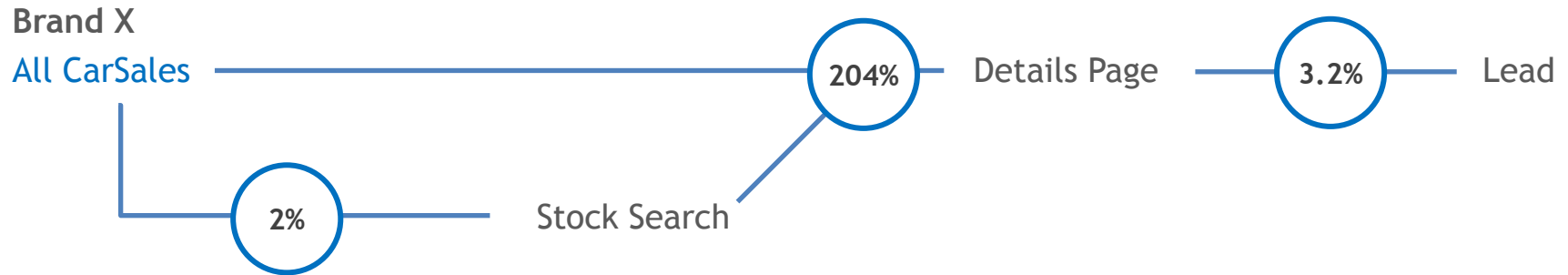
# Holden - Attribution of consideration and trial

Model consideration attributed only to those exposed to advertising:

- Over 50% increase in new car lead share on PCP, from those reached
- New car search share also increased significantly on prior period, from those reached.

The screenshot shows the carsales.com.au website interface during the Holden 4 Day Sale Event. The top navigation bar includes the carsales.com.au logo, a phone number (223522), and a 'CARS ONLINE' button. A search bar is prominently displayed with filters for 'Make & Model', 'Body Type', 'Lifestyle', and 'Help Me Choose'. The search criteria are set to 'Make: FORD (23710)', 'Model: TERRITORY (2788)', 'Price From: Min', 'Price To: Max', 'Location: Geelong Districts', and 'Ad Type: All Dealer & Private'. A 'Search Q' button is visible. Below the search bar, there are sections for 'New Car Showroom' with various car models (Hatch, Sedan, Wagon, SUV, Ute) and a 'Sell Your Car' section. The page is decorated with 'HOLDEN 4 DAY SALE EVENT' banners for 'NEW & USED' cars, featuring a stopwatch graphic and dates: 'JAN 16-19 (TAS, VIC, SA, QLD, NT, WA)' and 'JAN 18-21 (NSW, ACT)'. A 'FIND OUT MORE' button is present. The main content area includes a 'Featured' section with a video of a BMW i3 Concept Coupé, a 'Latest' section with news articles like 'Out now: motoring iPad App 38' and 'Benz image safe in V8 Supercars', and a 'CommBank Car Loan' advertisement. A 'Latest Posts' section shows a Facebook post from carsales.com.au with 102,240 likes. The Holden logo is visible in the bottom right corner.

# Brand impact of editorial on sales funnel



# Dealer experience impact on brand and sales



Quantity / Quality of Photos



Average Response Times



Average Number of Cars with  
Comments



Average Number of  
Enquiries



Closing Ratios



# *Things to remember*



# Staying focused with measurement

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# Thanks

Feedback, questions, ideas? I'd love to chat.

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