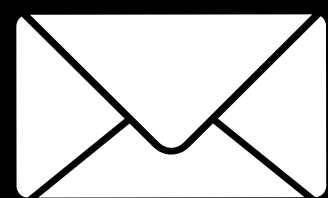


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A GUIDE TO DESIGNING DIGITAL AD IMPACT STUDIES

MAY 2019



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FOREWORD FROM THE CHAIR OF THE IAB AD EFFECTIVENESS COUNCIL

Welcome to the IAB's Guide to Designing Digital Ad Impact Studies The IAB Advertising Effectiveness Council is pleased to present this guidance on best practices you should apply when designing experiments for digital advertising testing.

The Council is made up of representatives from right across our industry including brand marketers, agencies, media owners, research providers and platform suppliers. Our aim is to help our industry identify and refine the best methods to assess the impact of advertising across different activities.

The Council's first piece of work was a glossary on common ad effectiveness related terms and was followed by a comprehensive 'Digital Ad Effectiveness Playbook' looking at different ways of measuring effectiveness and guidance on their usage. Last year the council published a playbook on 'The Role of Creativity in Digital Advertising Effectiveness' which showcased the importance of creative, what it can do, and how it can best be optimised to create a successful campaign.

This new playbook, 'A Guide to Designing Digital Ad Impact Studies' , has been written to provide guidance on measuring digital advertising that will add confidence and precision to marketing investment decisions. Controlled experiments represent the most effective way to validate existing marketing activities and fill gaps in knowledge. Experiments can be designed for any campaign with a hypothesis around a target KPI where a control and a test group can be practically exposed to different media. These experiments can provide insight on everything from creative design through to specific advert positioning through a users journey.
















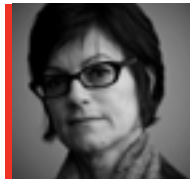











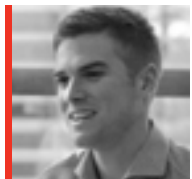





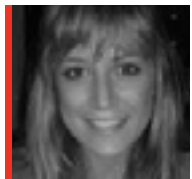






I hope you find the information contained in this Playbook valuable. We encourage any feedback or new challenges from those of you reading this. What topics do you want discussed or clarified? What do you think the burning questions will be in 2020 and how can we help you to address them?



MARK MANSOUR
COMMERCIAL DIRECTOR
EBAY

ABOUT THE IAB AD EFFECTIVENESS COUNCIL

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GETTING THE BASICS RIGHT – KEY PRINCIPLES FOR ADVERTISING EFFECTIVENESS TESTING



MARK HENNING
EXECUTIVE DIRECTOR – MEDIA & DIGITAL
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With digital now accounting for over 50% of all advertising spend in Australia, there has never been more focus on clearly understanding its impact and role within the media mix. Yet there is still a lot of conflict and confusion due to the number of metrics available and what they really mean. However it is the availability of this data and measurement that really enables marketers to really understand the effectiveness of their campaigns like no other media. To get started, familiarise yourself with some of the jargon with IAB Australia's Ad Effectiveness Glossary of Terms, then approach your digital campaign like any other campaign with the added benefit of more measurement options.

1. START WITH A CLEAR SET OF OBJECTIVES THAT RELATE TO YOUR BUSINESS CHALLENGE

Sounds straightforward, but you'd be surprised how many campaign briefs are not clear on this critical step before a campaign starts, or will be tasked with trying to do everything. Clearly outlining whether the objective is about driving immediate response or is more about changing attitudes and perceptions is critical to ensuring the right measurement is in place to evaluate campaign effectiveness. And remember, different elements of a campaign may have different roles, so align your measurement for each element according to its purpose. Benchmarking against previous or like

campaign performance also provides context to the results and enables objective assessment.

2. NOT ALL DATA/METRICS ARE THE SAME - UNDERSTAND STRENGTHS AND WEAKNESSES OF EACH MEASUREMENT APPROACH

There are a lot of different measurement approaches available in market and learning developed over time shows that some approaches are better than others. The purpose of this guide is to provide a clear base-level of understanding to help marketers to decide on the best methods and metrics to employ for their campaigns.

3. SELECT THE BEST METRIC (OR METRICS) THAT WILL SHOW WHETHER YOU'VE ACHIEVED YOUR STATED OBJECTIVES (AND REMEMBER, CORRELATION IS NOT CAUSALITY)

Drive sales? Sure, every brand wants that. But it's how that invariably gets muddled as the strategies both direct and indirect need to be clearly outlined and understood by all stakeholders before taking a campaign forward. Don't just use the metrics that are easily available – ensure you choose the appropriate ones so you can really understand if you achieved your objective. Ads aimed at impacting direct sales often include a consumer promotion to drive click through to making a sale. These should lead with metrics that we know have short-term business impact, such as the number of website visitations, downloads of a

service or app, member registration or online sales. More inspirational ads place a brand at the centre of an experience or emotion. These are brand-building ads which are indirectly tied to sales in the form of increased awareness, changing attitudes or motivating people to consider the brand in the future. Measuring the effect of these campaigns is often better achieved through the use of survey-based approaches. And don't forget to consider other factors that will be impacting the outcome. Just because we ran a digital campaign and sales increased, does not mean the digital campaign caused 100% of this result. If you can, isolate the impact of these additional factors from your measurement approach. But if you can't, then you need to remember that other factors such as media, pricing, distribution, seasonality and so on can all contribute to in-market results.

4. UNDERSTAND THE 'WHY' AND 'WHY NOT' BEHIND THE RESULT SO YOU CAN IMPROVE OUTCOMES GOING FORWARD

The world is rapidly changing and what worked today will not necessarily work tomorrow, so effectiveness measurement is as much about the future as it is about getting a great result from the current campaign. Don't just stop at "did the metric meet/exceed the target", dig under the hood to understand which parts of the campaign worked, which didn't and why. Learn how to adjust elements of your campaign to drive better results and keep improving, sometimes the most valuable learnings come from below-par campaign results.

INTRODUCTION TO CONTROLLED EXPERIMENTS



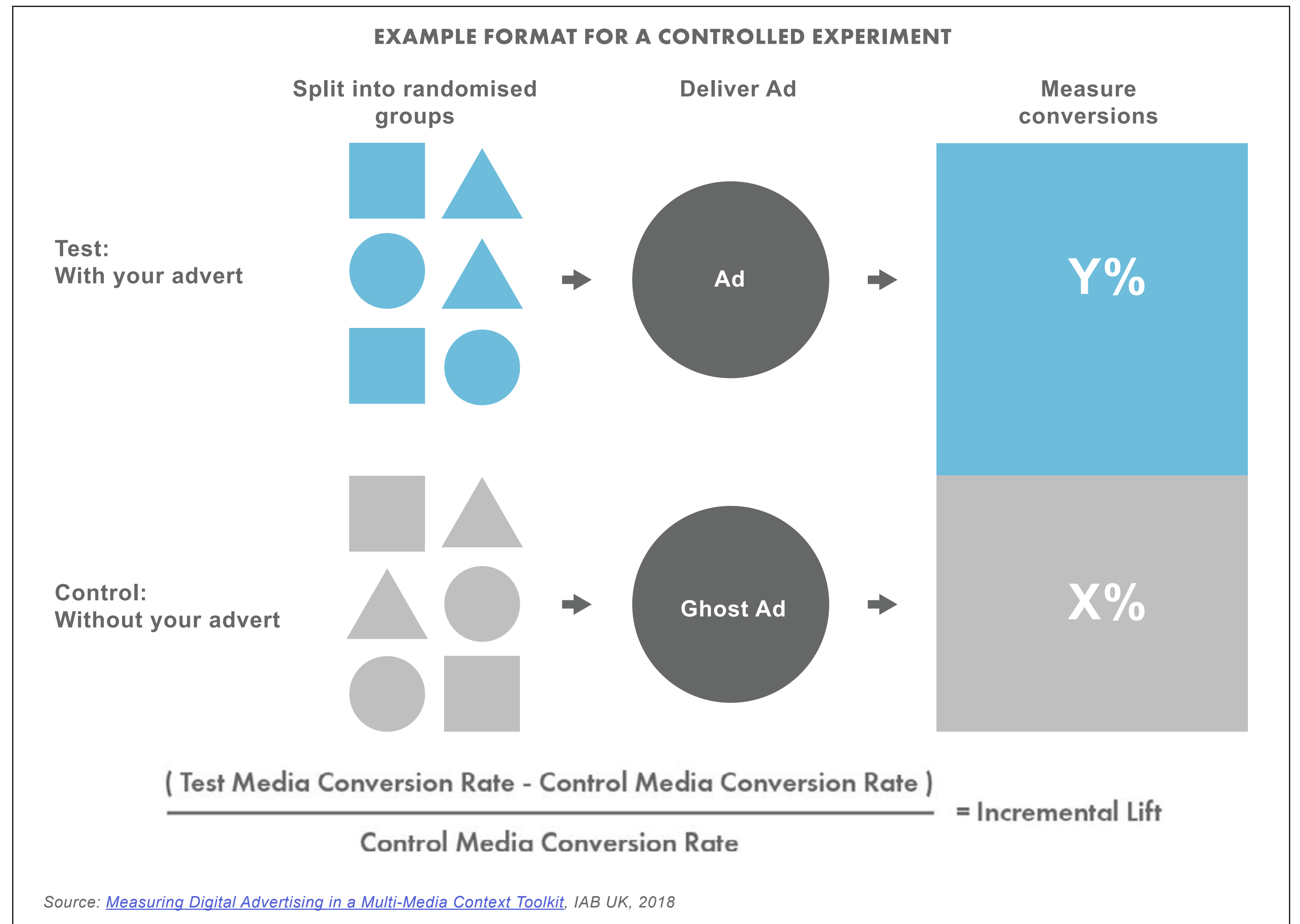
The IAB UK have recently released 'Measuring Digital Advertising - a guide and toolkit to measuring digital advertising in a multi-media context'. Included here is an excerpt of this report on controlled experiments and when you should use them. [You can download the full report from their website here.](#)

WHAT ARE THEY?

Controlled experiments randomly assign a group of people to a test or control group to observe and quantify the impact of a change in media over a defined period of time. The test group is exposed to a change in media (e.g. your new display advert) whilst the control group sees no change (ideally users are shown a 'ghost' ad which presents a relevant competitive baseline ad). Experiments require a clear, testable hypothesis (e.g. paid social media will cause a 1% lift in search referrals).

Conversion results are then compared and quantified. This approach is fundamental for accurately measuring incrementality — conversions due to your advertising activity that would not otherwise have happened.

Controlled experiments are distinctive in the random assignment of control and test groups which 'design out' other factors and isolate the impact of specific media.



INTRODUCTION TO CONTROLLED EXPERIMENTS

WHY SHOULD I USE THEM?

Controlled experiments offer the perfect opportunity to adopt best-practice scientific methods to add confidence and precision to marketing investment decisions.

Controlled experiments represent the most effective way to validate existing marketing activities. For example they are used in measurement of brand impact from digital campaigns, measuring cross-media effect and interplay of digital and other media, geo-tests of the impact of online activity on in-store sales and attribution models.

Experiments can be designed for any campaign with a hypothesis around a target KPI where a control and a test group can be practically exposed to different media. Applying experiments should be approached as an ongoing process that can be continuously improved upon and extended across measurement activities, rather than as a one-off tool.

HOW DOES THIS FIT IN WITH MEASURING DIGITAL AND OFFLINE CHANNELS TOGETHER?

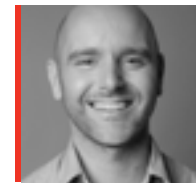
Controlled experiments are flexible and can be deployed across digital and offline channels. They can be particularly helpful in testing the interplay between digital and offline. For example, geo-testing in a controlled experiment design can be used to test the impact of online spend on in-person retail sales.

However, it is important to recognise that ensuring a robust and sufficiently large control and test group across multiple channels can quickly become very resource intensive.

WHAT ARE THE LIMITATIONS?

- Clear testable hypotheses are required: If hypotheses are too generalised (e.g. do generic search ads drive overall sales), that could lead to a poor allocation of marketing spend. A better framed hypothesis would seek to test the differing conversion impact of one tailored search ad (“Fluffy pink socks”) versus a generic search term (“Socks”) on driving sales to your website.
- Sample size and scalability: To be statistically significant, controlled experiment groups need sufficient volume. This becomes increasingly challenging the more channels and media options are tested (e.g. adequately sized test and control groups for every combination of media and channel).
- Limited cross-channel applications – controlled experiments combining online and offline channels remain challenging to conduct efficiently. Geo-testing (mapping online ad spend to offline sales activity across test and control regions) offers one route, though scaling this to multiple media channels (e.g. TV, digital) quickly becomes impractical when attempting to assign and maintain a control and test group.

CREATING A GOOD HYPOTHESIS



MARK DUFFY

NATIONAL HEAD OF SOLUTIONS & PARTNERSHIPS
COLUMBUS AGENCY

A formalized hypothesis will force us to think about what results we should look for in an experiment. It is a testable prediction about what you expect to happen in your study.

PURPOSE OF A HYPOTHESIS

- To ensure that the experiment addresses business and customer problems.
- To make sure that the experiment has a clear and measurable metric of success which helps with testing and learning.
- Define what you want to learn and guide the experiment.
- Define the expectations of the experiment so that when results come back there's a clear understanding of what needs to be improved in the next iteration.

THE STEPS TO CREATING A GOOD HYPOTHESIS

1. Prepare a clear How Might We (HMW) statement for Hypothesis Creation. Using a hypothesis driven design helps to focus the experiment as it places emphasis on the results and effects, rather than the process of designing.

Create HMW statements by reframing the problem statement.

- HMW template: How Might We (intended experience)

for (primary user) so that (desired effect).

- Example problem statement: Our research showed that our loyal customers prefer more personalised content, but during promotional campaigns there is increased creative clutter and more buying friction that decreases the ease of purchase.
- Example of a good HMW statement: How might we (redesign the website buying experience) for (loyal customers) so that it can be (more personalized and frictionless).

2. Choose your team. Include as many diverse points of view as possible (strategy, paid media, social, data team, etc — and a client team if suitable).

3. Introduce the “If, Then, Because” statement (ITB) format:

- **IF** — describe the idea and opportunity (improvement) that your experiment was designed for. This forms the variable, you can modify this to affect the desired outcome.
- **THEN** — describe the desired effect your experiment will have, making sure it's something that can clearly be proven or disproven.
- **BECAUSE** — describe the rationale of your experiment, based on the insights you have gathered from research.

4. Fill out the ITB section of the Hypothesis Creation template (see “HYPOTHESIS CREATION” table on following page) as a team. Map out the template on a wall, or print it out on a large piece of paper and stick it up. Get each person in your team to have

a go at writing the hypothesis as “If” “Then” and “Because” statements on three separate post-it notes, share them with the group, and then stick them up on the template.

Example of a good ITB:

- IF we had personalized content for our loyal customers ...
- THEN our loyal customers would increase their purchase frequency ...
- BECAUSE we are delivering them highly relevant content and offers.

5. Align and agree on the hypotheses. Working Group all the common post-its or by voting using sticky dots on the statements.

6. (‘Test’) Fill out the rest of the Hypothesis Creation template (see “HYPOTHESIS CREATION” table on following page).

- Professional hunch: This is usually the starting point of any experiment. Write down the educated guesses of why this experiment will work.
- Qualitative / Quantitative data: This is data, from research you've done, that backs up your experiment idea (website analytics reports, brand lift, ad copy, a/b testing etc.).
- Further information/activities: Are there any other activities you should do before committing the time and resources to launching the experiment (e.g. Interviews with customers, surveys etc.)?
- Primary & Secondary metrics: The primary metric determines whether the experiment is a success

CREATING A GOOD HYPOTHESIS

or failure. (Note: if an experiment fails to meet the success criteria, it doesn't mean it's a bad idea. Use the learnings to take your idea in a better direction.)
The secondary metrics are other areas that are useful to track and might contribute in new ways to improve the experiment.

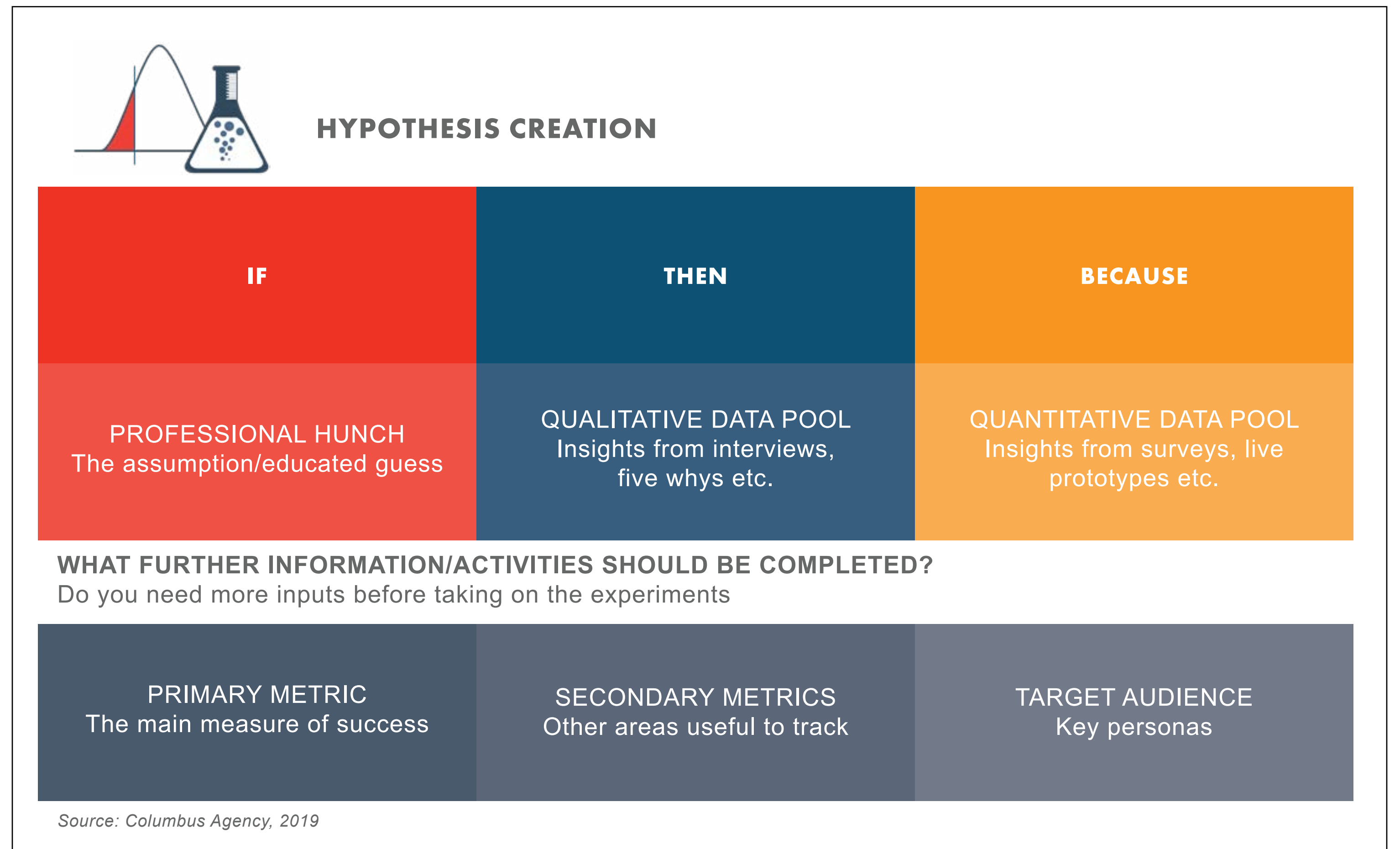
- Targeting/Audience. This will help decide who you want to experiment with. If the idea addresses a specific need of certain types of people, make sure you test with a relevant audience so that you get a clear gauge on the performance of the experiment. Testing with the wrong people will confuse the results.

Alternatively, create a Hypothesis using the below format to emphasise the measurable metrics, rather than the rationale behind the idea or solution:

- We believe that _____ [the solution] personalized experiences for loyal customers.
- Will result in _____ [the desired effect] increased revenue.
- We will know we have succeeded when _____ [we see a measurable signal] increased conversion rates and ROI for this audience segment.

7. 'Test' —. How does the experiment perform? Does it meet your metrics of success? How can you improve this?

8. Create new hypotheses. Remember, the hypothesis is a framework for testing. Keep updating the statement as you uncover new findings and improve your experiment.



CHOOSE MEANINGFUL METRICS ... AND DON'T BE A CLICKHEAD



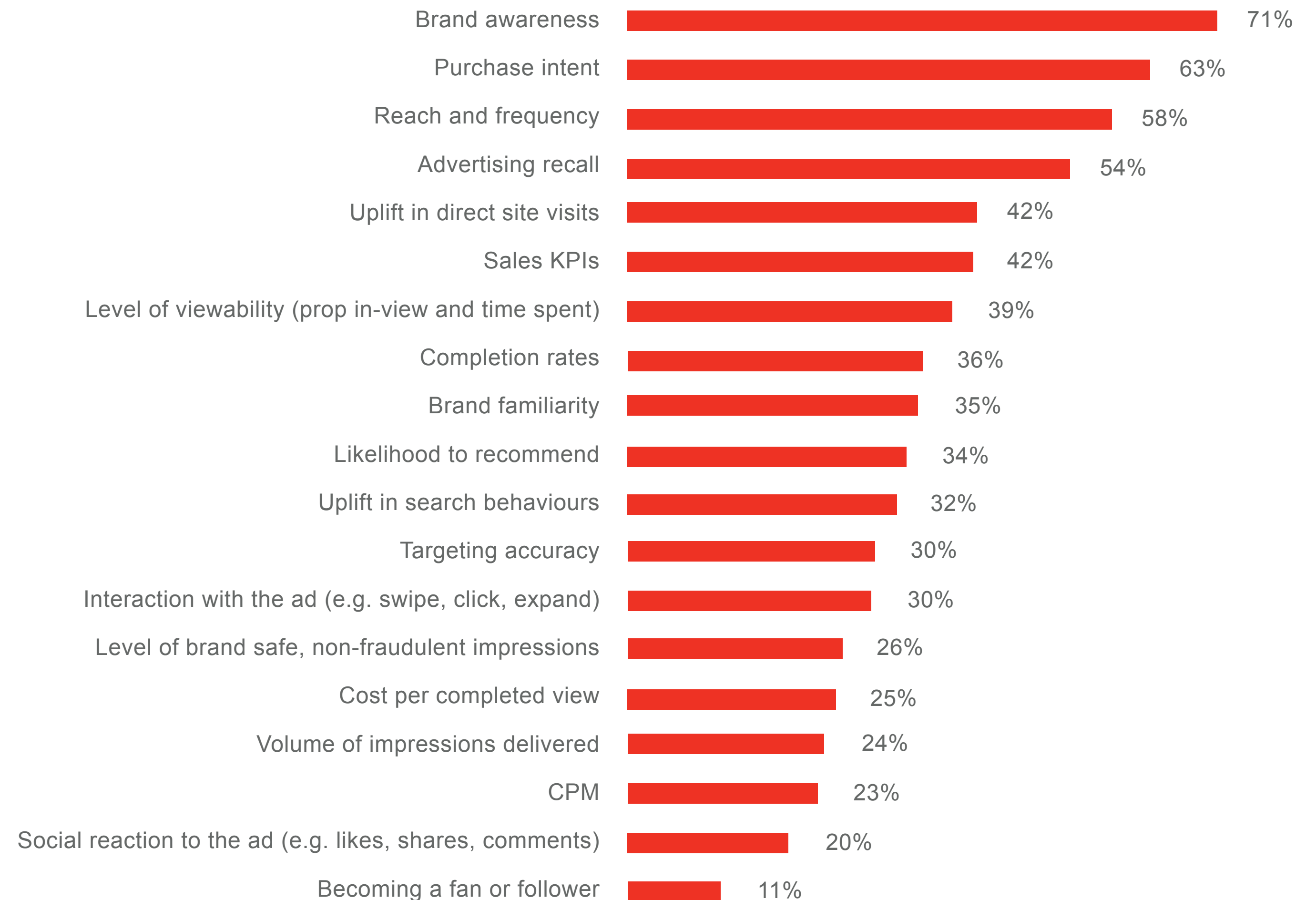
NATALIE STANBURY
DIRECTOR OF RESEARCH
IAB AUSTRALIA

As part of the IAB's recent Future of Measurement initiative we conducted an industry survey of over 140 participants amongst ad agencies, advertisers, media owners, measurement vendors and industry bodies to help us determine the priorities for digital measurement into the future. Amongst other areas, the survey determined what metrics are currently being used to assess campaign success.

Success means different things to different companies and brands. With a high degree of consumer purchase decision making made via subconscious shortcuts, it's probably not surprising that brand awareness has come through as one of the most critical KPIs. Other important metrics for assessing campaign success were purchase intent, reach & frequency, ad recall, uplift in site visits and sales KPIs. Many of these metrics are those that are used within controlled experiments.

METRICS USED TO ASSESS CAMPAIGN SUCCESS

We also found 29% of respondents admitting to using interactions with the ad (such as swipes and clicks) to measure effectiveness. Certainly with some types of ad creative interaction is appropriate to measure but CTR is a very blunt way to ascertain if ads are interesting. CTR provides a very narrow view of success and can be damaging for branding campaigns.



Source: IAB Australia Future of Measurement Survey March 2019 n=142, IAB Australia

CHOOSE MEANINGFUL METRICS ... AND DON'T BE A CLICKHEAD

So why do we default to using CTR? Probably because it's easy. Imagine the challenge marketers face in explaining digital marketing effectiveness in boardrooms. Explaining the concept of CTR is a lot easier compared to explaining the basic mechanics of a brand uplift study, attribution modelling or MMM.

Rather than taking the simple but misleading path, we should instead choose more meaningful metrics matched to the campaign objective and KPIs of the ad campaign.

The IAB UK has launched a new measurement tool to mark the first 'National Anti-Click-Through Rate Day' in a bid to support advertisers in transitioning into more robust measurement metrics to analyse their campaigns and channel spend. The IAB UK used the tongue in cheek message "don't be a clickhead" and urged marketers to move past click-through rates as a way to measure the effectiveness of digital advertising.

[Check out the humorous video here](#)



GETTING THE MOST FROM EXPERIMENTS



ANDY FORD

HEAD OF MARKETING SCIENCE, ANZ

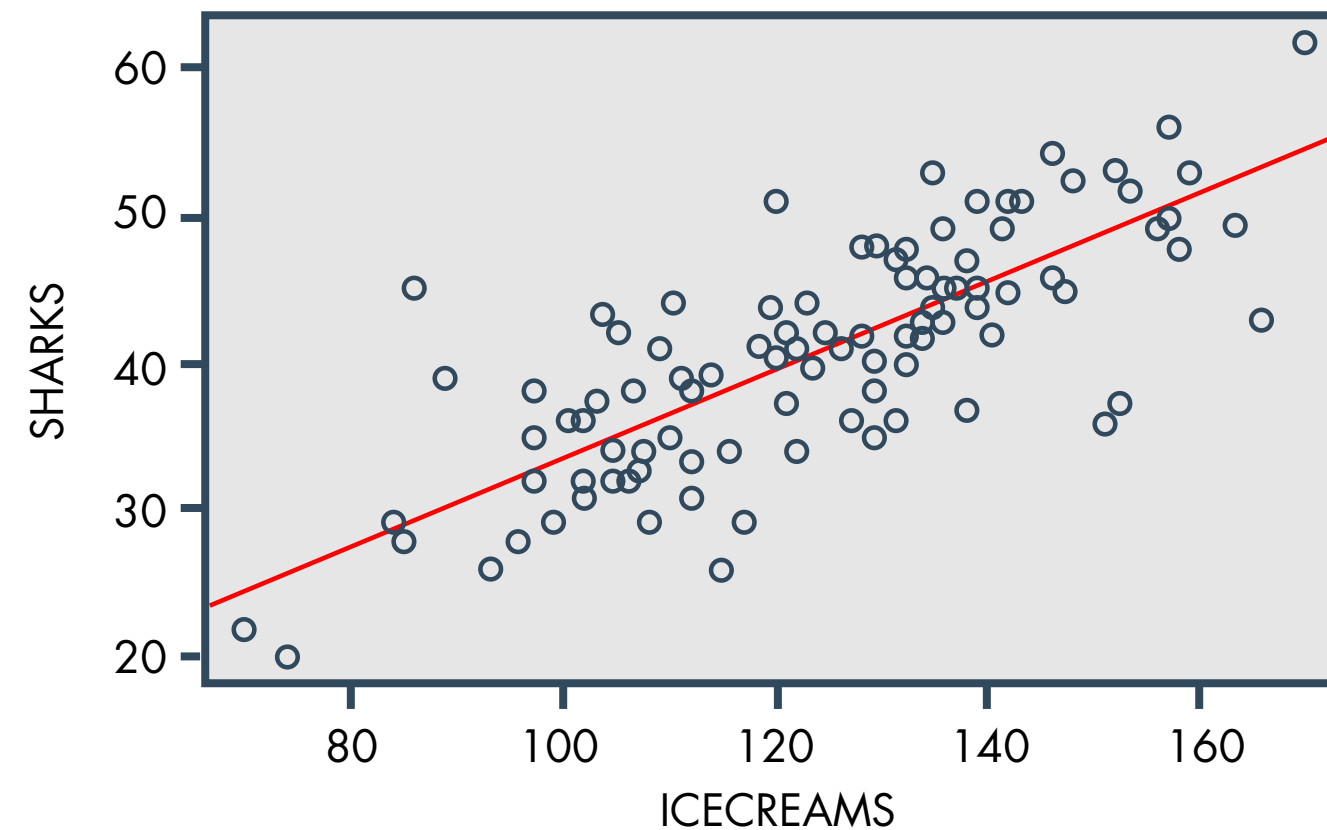
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BEST PRACTICES FOR TESTING USING ROBUST EXPERIMENTATION

How much value does my advertising deliver? Which strategy will yield the most return for my business? What is the impact of the campaign on brand metrics? How do I know which sales are attributed to which media?

These are all good questions. And ones we all face on a day-to-day basis. To answer them though is not easy, it requires planning and a desire to understand what would have happened anyway. Ultimately, we are better off knowing so that we can understand the value our efforts are driving and experiments are often the best way to do this.

A crucial first step is to avoid the correlation trap. You'd be surprised just how many measurement systems and marketing decisions are based on correlation alone. To risk stating the obvious, correlation does not mean causation. Take sharks sightings and ice cream sales, the below chart suggests there is a strong linear relationship between the two. If you were to trust the results of this regression, you would deduce that you can explain an increase in shark sightings with an increase in ice cream sales, basically concluding that ice creams cause sharks to approach. Obviously that is not true, the reason is the presence of heat increasing our consumption of ice cream and also the number of people in the water to cool down. Either that or we've been choosing the wrong beachside snack for decades.



Source: <http://aittalam.github.io/2015/11/28/on-sharks-and-icecreams.html>

Closer to home, this is a common observation when looking at retargeting campaigns. The higher the frequency of retargeting ads, often the higher the conversion rate is. So retargeting drives sales? But a consumer on their path to purchase will trigger multiple tracking systems that will activate the ads. Do these ads get the consumer over the line? Or do they in fact go ignored as the consumer was already going to buy? The answer lies somewhere in between, but to quantify we need to establish the causal effect and work out the incremental impact created by the ads versus what would have happened anyway.

Which is where this word “incrementality” comes in. It's not new, as a concept it's been around for a long time, but it's growing in both its adoption in the marketing vernacular and as a way of making robust marketing decisions.

So what do I mean by incrementality? Incrementality is the measure of the true value created by any business strategy, determined by isolating and measuring the results it caused, independent of other potential business factors. Incrementality is calculated by comparing differences in outcomes between two separate groups of people: those who've been exposed to the strategy and those who haven't. For years, businesses have been able to effectively measure how choices, in areas such as product testing or direct mail, incrementally influence their business outcomes. This same method of measurement is possible with digital advertising.

UNDERSTANDING THE TRUE VALUE CREATED BY ADVERTISING

But why is it so important when running experiments? A/B testing has been around for years and is widespread around the industry. To put it simply, if you do not measure the incremental impact of the treatment you are testing, you risk making the wrong decision, falling instead into the correlation trap.

Rules based attribution models are a good example of this and needed to be treated with caution for making any decisions on effectiveness. These models are often greedy in the credit they claim and can lead to inaccurate conclusions as you choose winning treatments based on conversions observed, not by which are driven by advertising.

To give you an idea of the inaccuracy and associated risks, the Facebook Marketing Science team evaluated 580 studies conducted through our incrementality

GETTING THE MOST FROM EXPERIMENTS

measurement tool, Conversion Lift over two years. These tests compared incrementality measurement with a one-day click attribution model and found that a click-based attribution model chose a sub-optimal winner nearly a quarter of the time (23%).

This leads to advertisers missing out on a potential 64% average improvement in cost per conversion (CPA) if they picked the wrong winner based on a non causal (last-click) model.

This difference happened across a variety of objectives and was even more pronounced for website purchases where the approaches disagreed roughly half of the time, with a 79% average CPA difference when they disagree.

YOU GET THE GIST, EXPERIMENTS ARE IMPORTANT. BUT WHAT SHOULD YOU BE CONSIDERING BEFORE YOU GET STARTED?

Choose a business question

Your first step is to decide which business question you want to answer. Once that is established, take time to consider your options and be deliberate about what you want to measure and how you'd like to measure it. Proper planning up front will help guide you and your key stakeholders to make the best business decision, and help ensure a smooth decision-making process.

Choose a method

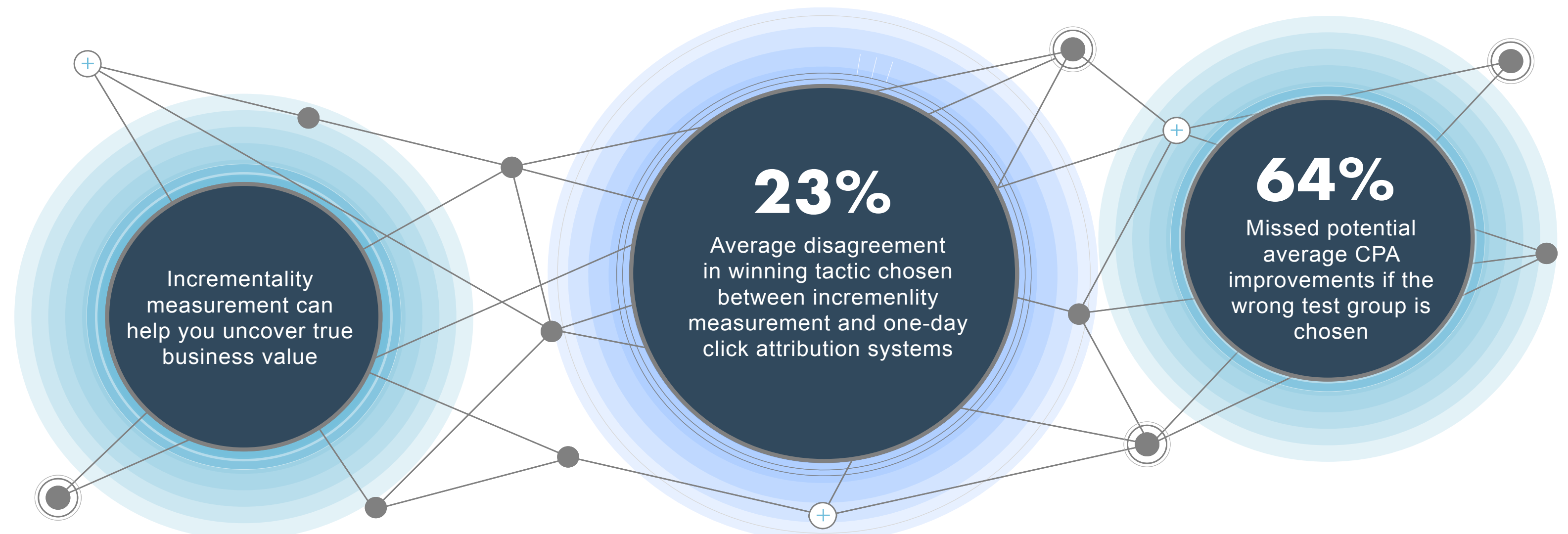
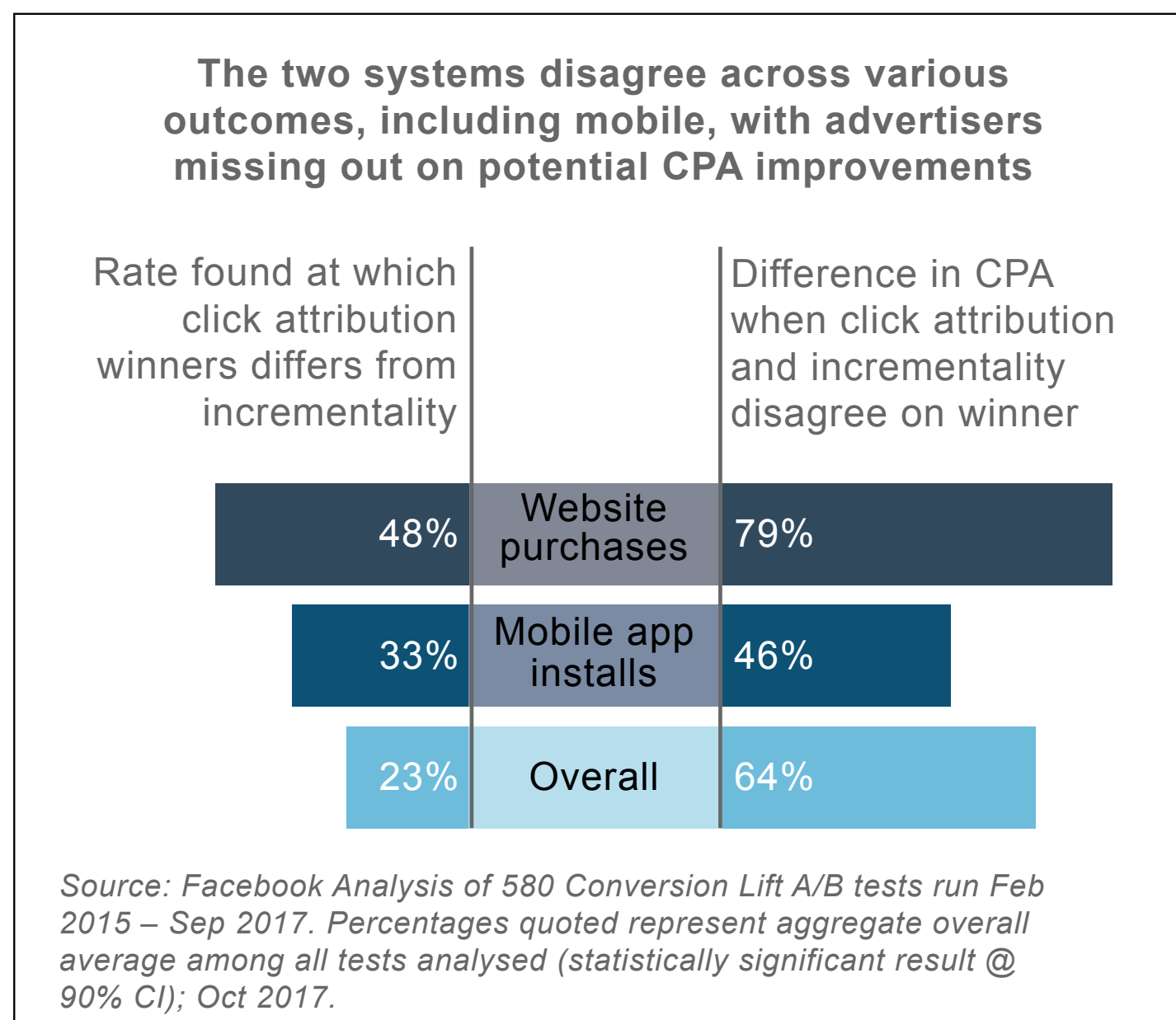
There are multiple techniques you can use, which

fall into two main categories: experimental and observational.

The most effective way to measure incrementality is to run an experiment in which you tightly manage the strategy, or “treatment,” to which people are exposed. (See methods 1 and 2 on following page.)

Acknowledge the trade-offs

Incrementality measurement does require time and resources — and, for experiments, the opportunity cost of withholding exposure from a control group. But as you become more of an expert and improve your infrastructure to automate processes, the process will likely become less costly.



Source: Facebook Analysis of 580 Conversion Lift A/B tests run Feb 2015 – Sep 2017. Percentages quoted represent aggregate overall average among all tests analysed (statistically significant result @ 90% CI); Oct 2017.

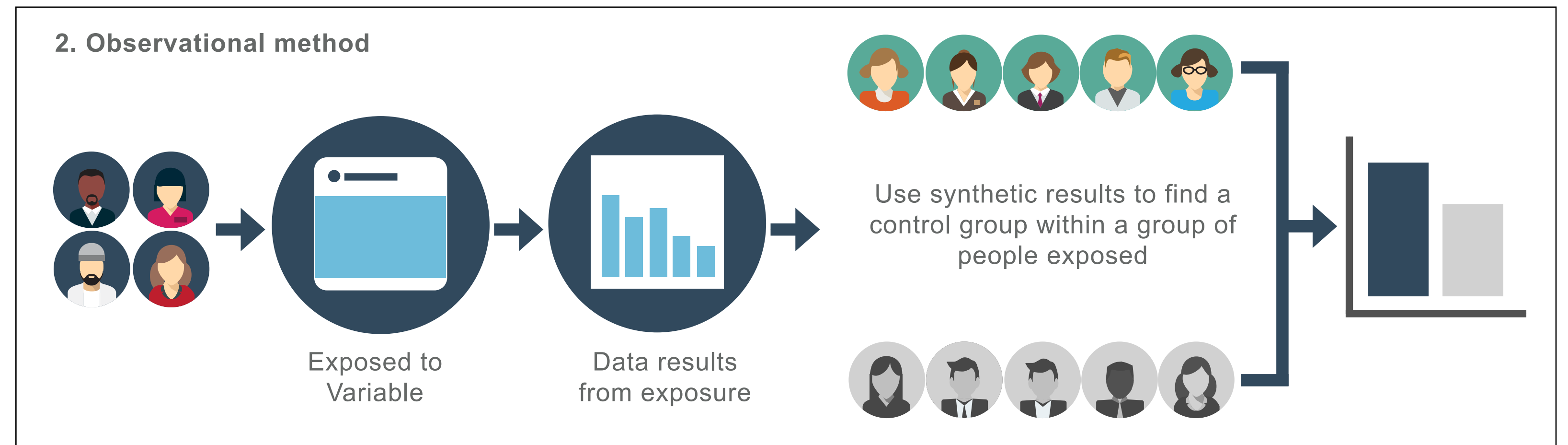
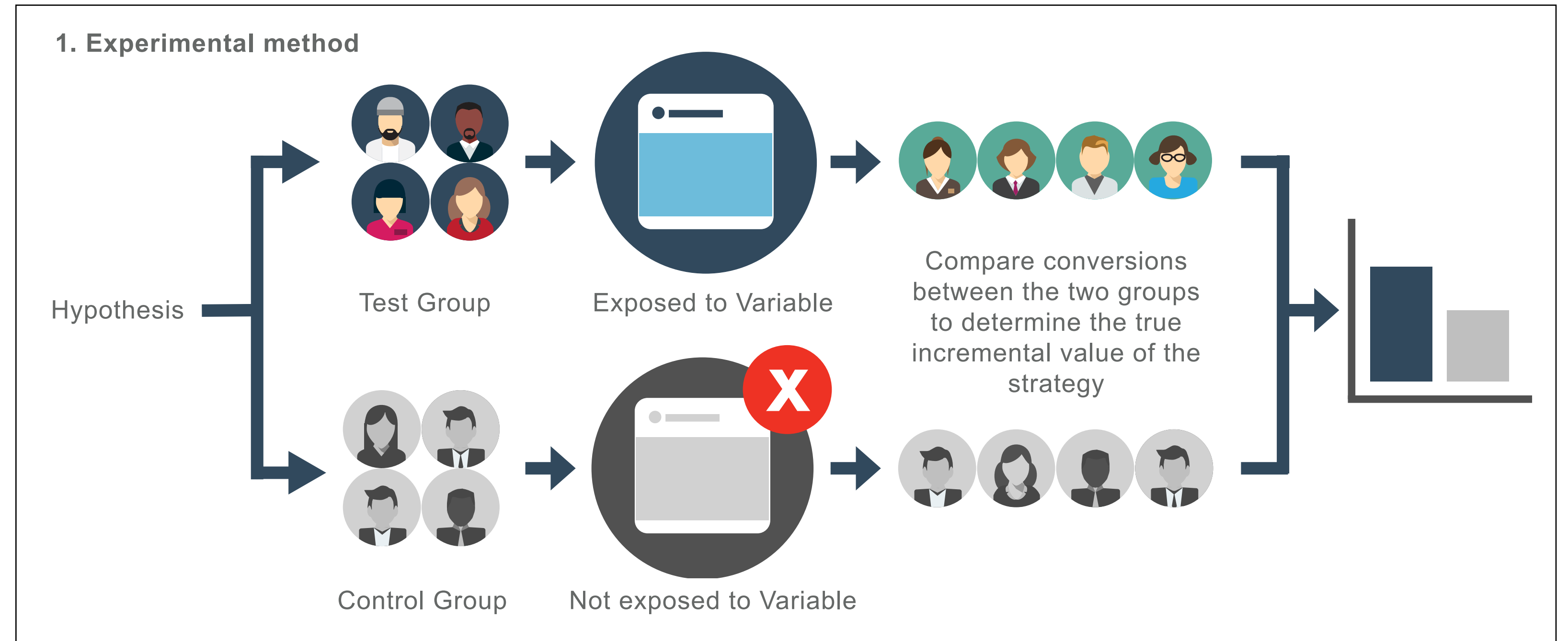
GETTING THE MOST FROM EXPERIMENTS

1. Experimental

Begin by developing a hypothesis about the effect your change in strategy will have. Then designate a group (or groups) of people who will be exposed to the treatment, and a control group who will not. By isolating the exposure of a variable, such as creative or audience, and then comparing it to the control group, you can understand the true incremental value of the strategy. The quality of experiments may vary, but they are still the ideal and most accurate way to measure incrementality. True experiments are often the benchmark for other methodologies. Despite their benefits, experiments do require up-front setup, as well as the opportunity cost of withholding treatment from the control group.

2. Observational

Begin with an existing set of data that resulted from exposing people to a certain ad or ad variable, and then apply a model or statistics to estimate how much value a treatment may have had. Common methods involve using synthetic experiments to attempt to replicate a real experiment by “finding” a control group within a group of people who were not exposed to the ad or ad variable you are trying to evaluate. For example, you could evaluate the effect of a technical issue that only impacted some users by finding a “similar” group of people who were unaffected. This method does not require up-front work, but it may be less accurate and subject to bias on unknown factors. It does also require advanced methods and support from data scientists later in the process.



GETTING THE MOST FROM EXPERIMENTS

QUESTIONS TO ASK AT EVERY STEP TO ENSURE QUALITY EXPERIMENTS

Once you have decided to run an experiment — and determined what business question you want to answer — we recommend that you start by asking questions about what and how you're measuring.

A hypothesis that isolates a single variable

Q: Have I isolated the question I want to answer?

- To truly understand the effect of a treatment — such as the difference in performance between two different campaigns — it's important to determine up front what you want to test, and then to isolate that variable by ensuring it is the only difference between your test and control groups. This will allow you to confidently conclude that it was indeed the variable that caused the effect on ad performance

Precision

Q: Will my test provide enough data to accurately answer the question I'm asking?

- Experiments, as with any statistical measure, come with some level of variance. And, while the variability in experiments does reflect the variability present in the real world, it can affect your ability to learn the true effect of the treatment you're testing — as well as your stakeholders' perception of your experiments' reliability. When running experiments, make sure that your test is set up with enough precision to measure what you're trying to test. It will take more data to reveal smaller differences, and less data to see results proving bigger differences. Be sure your test is planned and executed in such a way that you

can confidently answer the question you're trying to address.

Stability of treatment assignment

Q: When someone is assigned to a treatment group, can I be sure they'll stay in that group for the entire test?

- A key component of any experiment is making sure that each test audience stays in the treatment group to which they are assigned throughout the length of the test and across whichever devices and platforms you're measuring. That way, the people who aren't supposed to see a treatment don't see it, and the people who are supposed to see a treatment do see it, and at your intended cadence. In some cases, the duration of the test may exceed the limits of a testing platform. For example, the longer your experiment, the more difficult it will be to ensure that your control group is not exposed to a treatment. If so, consider revising the campaign's duration to maintain the stability of your treatment assignment.

Realistic exposure

Q: Does my experiment act like it would in the real world?

- Your testing environment should mimic the real world as closely as possible. From a platform perspective, ensure that the platform is treating your test campaigns like your normal ad campaigns. From an execution perspective, deliver media that is representative of what you'd typically use. You also want to make sure that the people in your test are exposed to outside media and campaigns with the same frequency as they would be under normal

circumstances. Some test designs might make this difficult due to technical limitations, which could cause interaction effects between your ads. For example, not withholding a campaign from a control group for one round of testing could cause your other campaigns to over-deliver to that group. While this is difficult to prevent on digital platforms, you may be able to validate this during or after the test. You may have non-test treatments that are a result of actions taken by people during a test, like retargeting campaigns aimed at users who visit your site. Exposure to these treatments doesn't need to be equal across groups, as long as the events that trigger them — and the treatment people receive afterward — aren't affected by the test treatment.

Comparability between treatment and control groups

Q: Do the test groups and control groups have the same characteristics and propensity to take action?

- The best experiments make sure that the groups of people being compared are statistically similar. When evaluating this, look at a few dimensions:
 - Characteristics: Are the people you're comparing similar across dimensions like demographics, product engagement and utilization?
 - Outcomes: Do the groups you're comparing have a similar propensity to use or to purchase products, as measured by pre-treatment conversion rates?
 - Outside and prior exposure: Have these groups historically been exposed to treatments or ads at the same rate? Is the media to which they're exposed the same across channels outside of the platform you're testing?

GETTING THE MOST FROM EXPERIMENTS

Adding additional treatments to your experiment

Additional cells will mean some extra rigour and checks.

Q: Are you set up to measure the incremental effect of both treatments?

- Make sure you are choosing a winning treatment based on advertising performance, not just higher click or conversion rates. So you will need a control cell or holdout to understand each treatments respective lift. For systems that use in campaign optimisations, a control group for each treatment will be required.

Q: Will there be enough conversions and is your media weighting high enough within each cell to ensure statistical power and increase your chances of a conclusive result?

- Underpowered multi-cell tests are very frustrating if they do not conclude a winning treatment.

Q: Have you accounted for every variable or are you

actually adding new ones?

- For every variable added, you'll need additional treatments, failing to do so or account for this will mean you risk not knowing the true cause of any difference.

Broader application when experiment design is not available

Sometimes a true experiment is not available, this could be for a number of reasons including lack of sight of purchase or no persistent identity to make a control.

But the one thing you should strive for is an accurate as possible baseline to measure uplift.

- Match markets tests are great when testing media mixes, where there is no option to create user level control cells or when sight of purchase is unavailable. Balancing the regions for demographics or behaviours will allow for fair comparisons but added

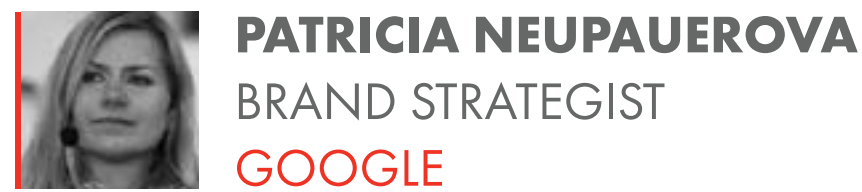
complexity to ensure matching media weights outside of your test.

- Analysing performance by comparing pre/during/post periods will allow for a baseline and uplift measurement. Seasonality and controlling for media exposure bring additional challenges in concluding causality.
- If none of these things are available, then consulting previous work or experiments to gauge or estimate an uplift will provide useful context. Accounting for as many variables as possible when choosing the historic results to compare with is key to this working.

Incremental experiment-based results are not only useful for one-off measurement of a campaign. They provide the most realistic version of what the truth is and should be integrated into non-causal reporting systems to adjust for fair comparisons.

LEARNINGS FROM GOOGLE'S UNSKIPPABLE LABS

250 VIDEO AD EXPERIMENTS



PATRICIA NEUPAUEROVA
BRAND STRATEGIST
GOOGLE

WITH
CRISTINA CALIGIURI GLOBAL CHIEF OF STAFF
BEN JONES GLOBAL CREATIVE DIRECTOR
GOOGLE UNSKIPPABLE LABS

Google's Unskippable Labs team runs experiments with video ads to explore the changing nature of consumer attention. Here, the team's global creative director, Ben Jones, and chief of staff, Cristina Caligiuri, share what they learned from recent experiments about the role of ad customization in driving brand impact.

[Watch Jones explain his team's four-pronged approach to video ad experimentation and find out how your brand can start to experiment too.](#)



“Data works with creativity, not to replace creativity. I think, the only way how to be break-through as a brand is to be experimenting all the time.”

Ben Jones
Global Creative Director
Google's Unskippable Labs

Unskippable Labs partners with brands to review about 1,000 video ads each month, and has run over 250 experiments globally to put some analytical rigour behind those gut instincts.

WHEN IT COMES TO VIDEO AD CREATIVE, HOW MUCH SHOULD YOU CUSTOMIZE?

Unskippable Labs has partnered with several clients and conducted multiple experiments to help answer the question: What level of customization is needed for audience-signal driven story?

In an era when quintillions of bytes of data are created every day, there's more opportunity than ever for us as creatives to craft finely tuned stories for our audiences.

As an industry, we've evolved beyond rational connections — if you like cars, you'll be served a car ad — to rely instead on information, like past searches, to better understand what resonates with the audience you are trying to reach. These

information sources generate new signals, which provide a springboard to create more relevant stories.

This is good news for brand impact: Ads served with audience intent signals have 20% higher ad recall lift and 50% higher brand awareness lift than when the same ads are served with demographic signals alone.

In a world with lots of audience signals at the ready, how much customization is necessary for your creative to be effective?

But the quest for greater relevance brings new complexities too, especially in the creative process. For one, custom video ad creative can be costly. There's also the brand question: At what point might different versions of your ad actually dilute your message? In other words, in a world with lots of audience signals at the ready, how much customization is necessary for your creative to be effective?

When Google announced new ways to use audience signals on YouTube nearly a year ago, we wanted to better understand the implications for storytelling. When, and how much, should brands customize their ads? We partnered with 10 brands across different categories to design a series of unique experiments to explore two questions in various regions around the world. First, what is the right amount of customization for an audience-signal-driven story? And second, for which audience signals is it most important to customize creative?

LEARNINGS FROM GOOGLE'S UNSKIPPABLE LABS 250 VIDEO AD EXPERIMENTS

EXPERIMENTAL DESIGN

Hypotheses: We began with a couple of hypotheses. We anticipated the more customization, the better. We also thought that customization would be more impactful for people who were experiencing life milestones,

like starting a new job or buying a home.

Audience parameters: For each brand's test, we chose three audience groups to reach with customized ads. For example, for a soda brand, we aimed to reach people who are bargain hunters, people who had

recently downloaded an app, and people who are avid news readers.

Creative variants: Then, for each audience group within a brand test, we developed three versions of creative with varying levels of customization: a control video, a video with copy-only customization, and a video with customized copy and visuals.

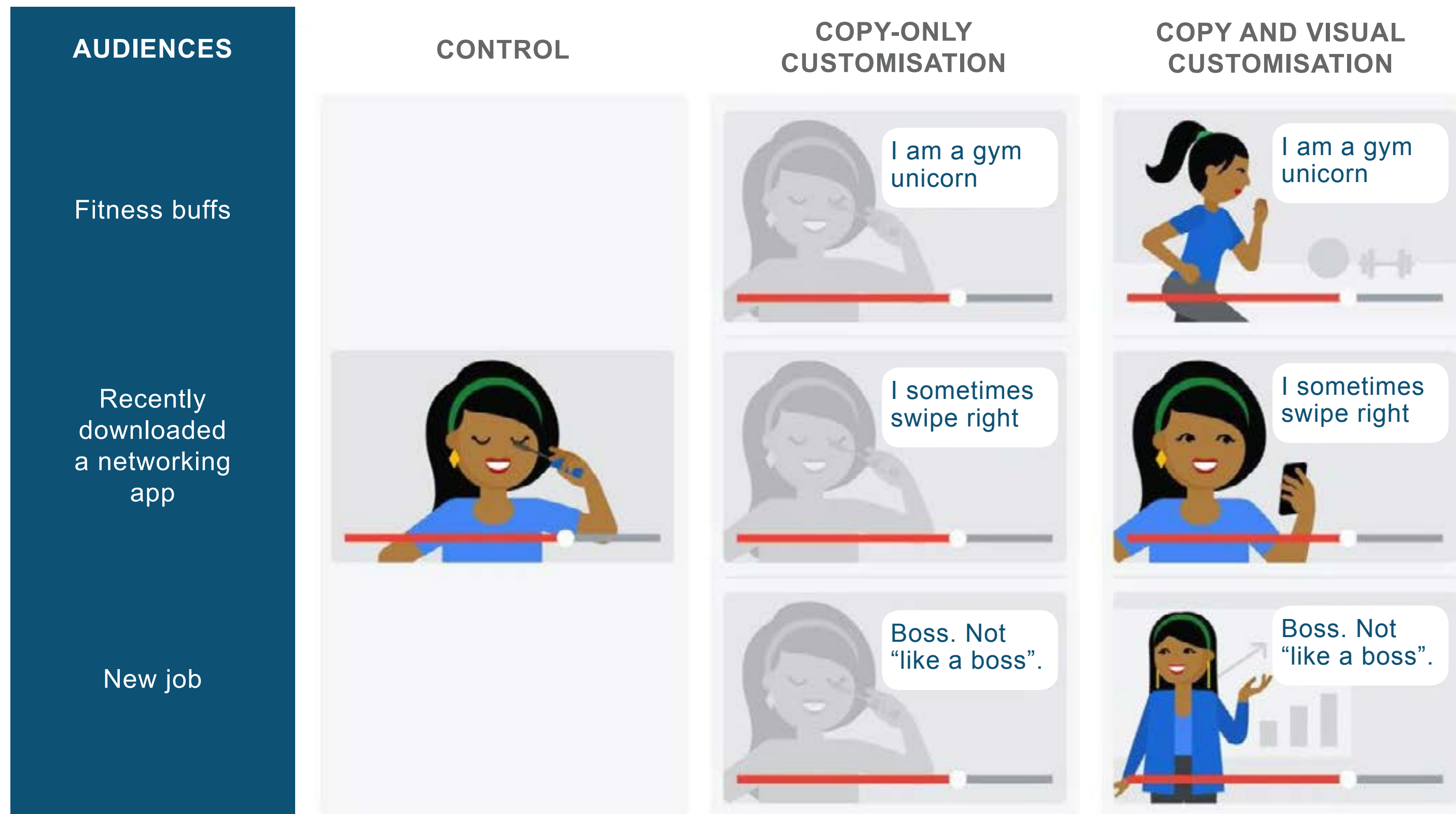
We measured results using [Brand Lift](#) with ad recall as our core success metric. In nearly all cases, we gauged impact by comparing each video's performance against a control group, which consisted of the same three ad variations with demographic signals (for example, male 18–34) as the only targeting parameter.

Three key patterns emerged consistently across all 10 brands we tested, no matter the category or the country where the experiment ran. Below, we share the findings using a brand example to illustrate each. Think of these patterns as areas to explore in your own creative process.

Pattern 1: For short-form video ads, custom copy alone is enough to drive higher recall

Coty's CoverGirl was among the brands we tested to explore the degree of customization required to have an impact. Using 6-second ads that ran in the United States, we built generic and custom creative for three different audiences based on signals: women who recently downloaded a networking app, fitness buffs, and women interested in career development. In nearly all instances, the ad with copy-only customization outperformed or performed as well as the ad with customized copy and visuals. So in the

EXPERIMENT SET UP: USING SIGNAL-BASED AUDIENCE GROUPS TO TEST CREATIVE CUSTOMIZATION



Source: <https://www.thinkwithgoogle.com/advertising-channels/video/custom-video-ad-creative-content/>

LEARNINGS FROM GOOGLE'S UNSKIPPABLE LABS 250 VIDEO AD EXPERIMENTS

case of short-form ads, the required production lift may be lighter than we expected. This held true across experiments. No matter the country, we saw that custom copy alone can help deliver more ad recall.

CoverGirl video case study/talk: [How custom does creative have to be in order to be effective?](#)

Pattern 2: For longer video ads, more customization may be required

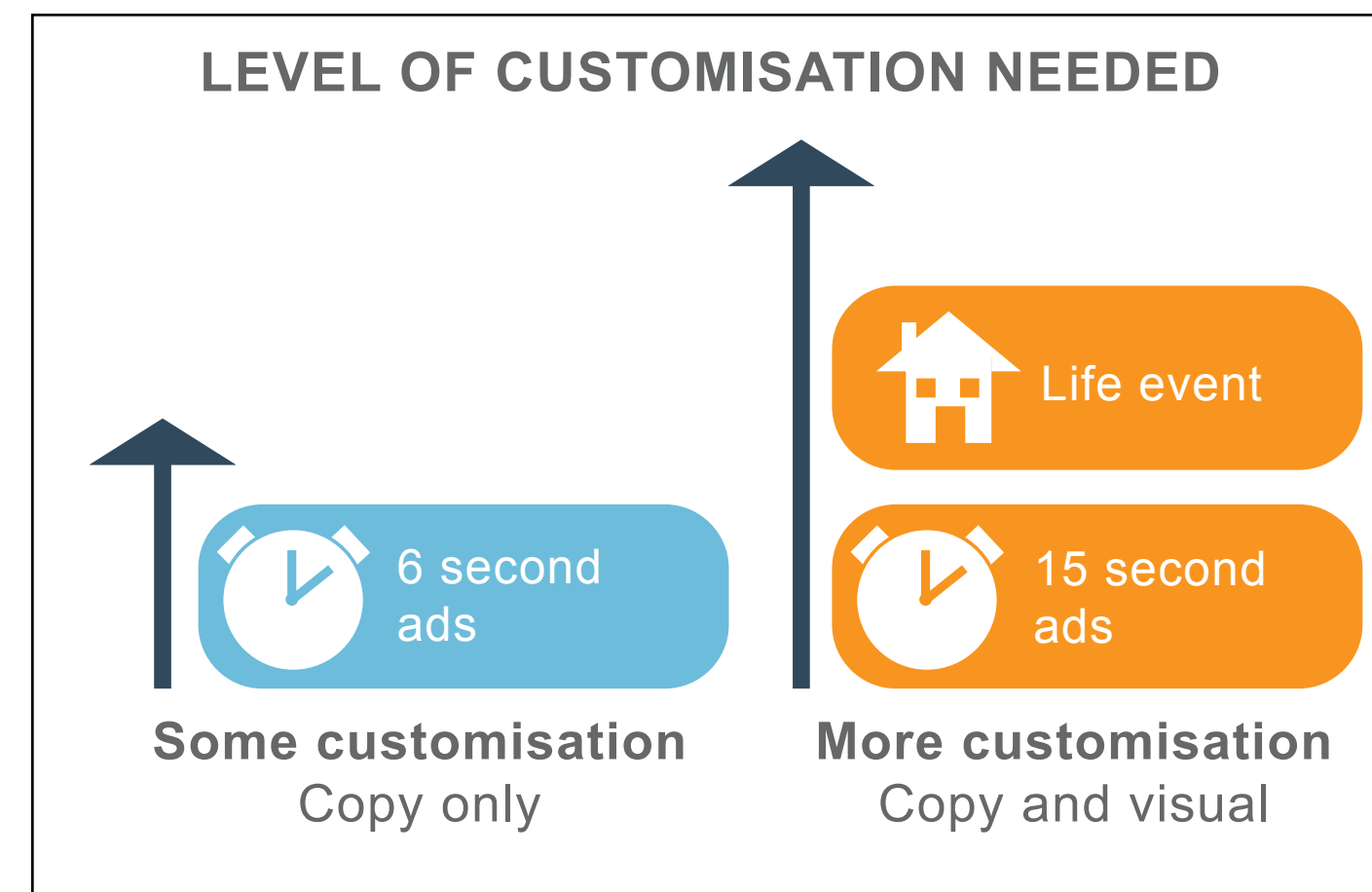
A different outcome played out, however, when we tested 15-second ads. One brand we experimented with was Czech auto manufacturer Škoda. We tested the generic control against creatives specifically tailored to outdoor enthusiasts, people in the market for investment services, and people interested in exercise. In all three instances, the versions with customized copy and visuals drove significantly higher ad recall lift than the control ad. This held true across other brands and countries as well. So our original hypothesis — the more customization, the higher lift in ad recall — seemed to bear out with longer stories.

Pattern 3: Video ad customization may be particularly effective when trying to reach an audience based on a timely event.

To explore the audiences for which customization is most effective, we focused on signals relating to timely events, decisions, or purchases. In these instances, we found that highly customized creative can be particularly effective. With Johnson's Baby, for example, we tested the generic control against ads catering to three audiences rooted in intent-based signals: people who

recently became a parent, working parents, and women who prefer products with no parabens, sulfates, or dyes. The videos ran in India, and, in all three cases, the highly customized ads performed best — a pattern we consistently saw across other tests. For other brands, we also tested serving creative based on life event signals, like graduation. In those instances, we again saw that highly customized ads were particularly effective, because viewers were served tailored creative that resonated with a timely event or decision.

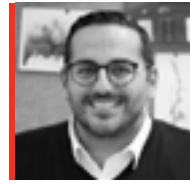
particularly when it comes to determining how much to customize your video ad content. As audience signals unlock new opportunities to reach people in more relevant ways, experimentation will help you uncover specific audiences or formats where investing in customization can have the most impact.



WHERE WE GO FROM HERE

While the scenarios for which creative customization matters most will vary by brand and product, these patterns can provide helpful clues and inspire new lines of inquiry as we continue to explore relevance in advertising. We didn't find hard and fast rules here, but proof that creative experimentation is a best practice,

HOW EBAY AND IAG ARE USING EXPERIMENTAL DESIGN



MARK MANSOUR
COMMERCIAL DIRECTOR
EBAY



WILLEM PALING
DIRECTOR CUSTOMER & GROWTH ANALYTICS
IAG

(As originally published in IAB Digital Ad Effectiveness Playbook December 2017)

Techniques exist that quantify the impact of advertising using a robust, scientific design. These techniques create two or more similar groups, create different advertising conditions for each, and measure the outcomes in each group. These groups may be groups of cookies, people or grouped geographies or markets.

For example, if eBay want to measure the effectiveness of a particular digital display strategy, they may launch it for eBay users in a set of 10 US states (group A), and exclude another 10 similar looking states (group B). They could then run for a number of weeks or months,

and compare sales outcomes that relate to the strategy in each group. Using statistical methods, they would then have an uplift with 95% confidence intervals that indicate the upper and lower bounds of the effect of the advertising. This can in turn, be used to calculate an ROI.

For IAG, this is more difficult, as IAG has state-based brands, so geo-experiments are not possible. If marketing is restricted to customers, IAG can create people-based treatment and control groups and apply a similar technique. In the case of retargeting, IAG has not identified people, but only devices. However, they can still split the devices into two similar groups. One group can then be retargeted, and the other group excluded. This setup runs for a number of months, and then sales outcomes in each group are compared in a similar manner to that described for eBay above.

Experimental design is important, in that it is the strongest and most accurate way that we can get a read on the incremental sales driven by a campaign. However, experiments will often be impossible or impractical to

implement. For small components of spend, it may take years to reach a statistically significant result. For categories such as FMCG, where digital sales data and personal information is often not available to the brand, experimental designs will be far more limited.

Additionally, it is difficult to set up experiments, and to maintain their integrity. For example, when an advertising experiment is in-market, sales teams who are aligned to each group may become aware of the experiment, and behave differently as a result. This would result in the experiment being a measure of a different media approach combined with a different sales approach, rather than the media alone.

While this is certainly robust attribution technique, it is not common for all digital campaigns to be measured in this way, and it is typically employed along with a last-interaction or MTA approach. If for example, an algorithmic MTA approach is used as BAU, experimental design can be used to regularly validate the accuracy of the model on key large components of digital ad spend.

THE POWER OF CONTEXT



HENNY DARVALL
HEAD OF STRATEGY – COMMERCIAL
CARSALES

BACKGROUND

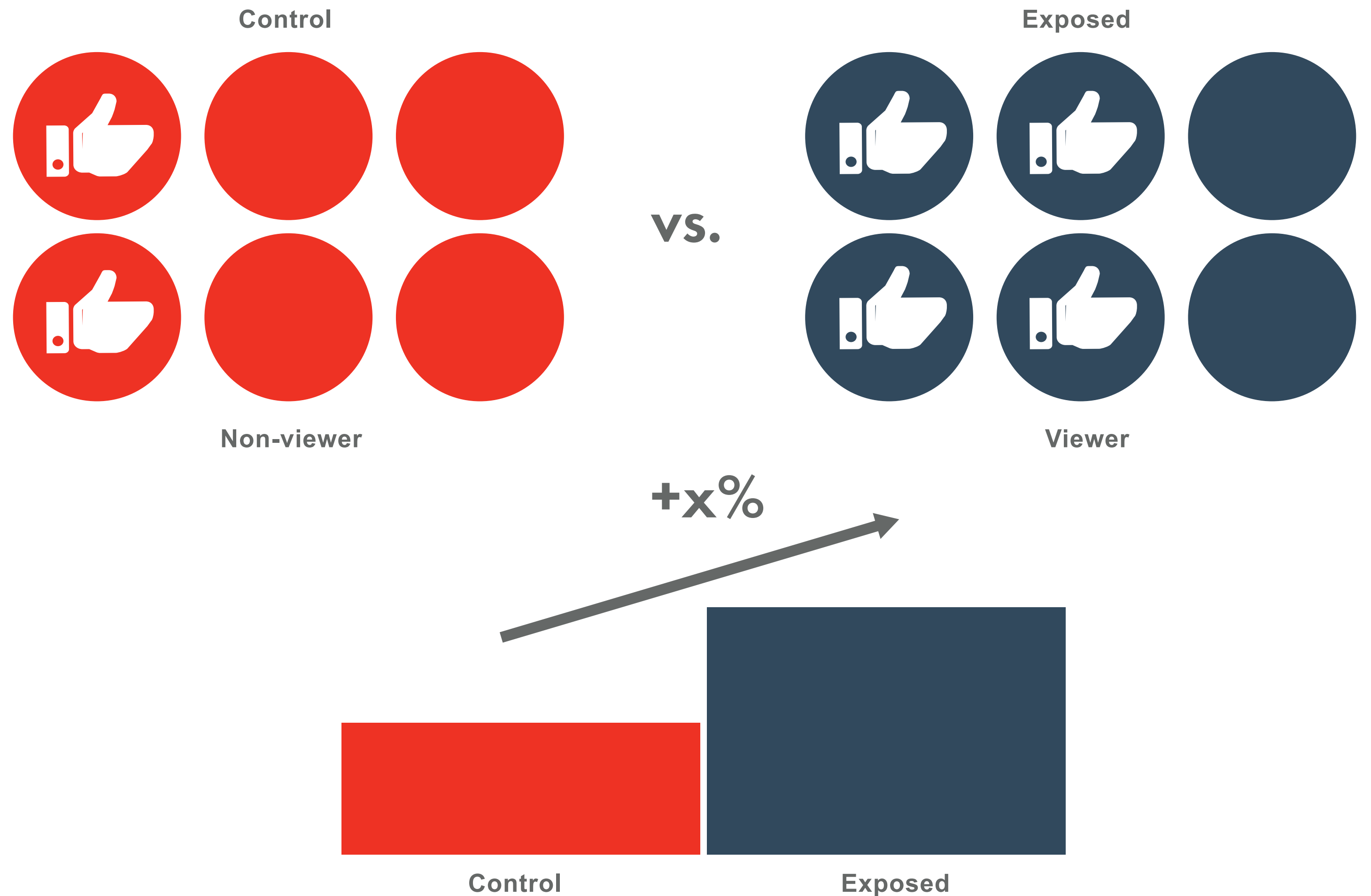
As a publisher, we strongly believe that our websites frame the conversation between brands and consumers, and that context has a meaningful impact on campaign performance. But the growth of programmatic raises some concerns over whether ad impressions are becoming increasingly commoditised. Whilst an audience-centric approach may be more efficient in some ways, it can overlook important factors that determine advertising effectiveness, such as contextual relevance and media quality.

As such, we wanted to provide evidence that context truly does make a difference, and plays an important role in shifting brand metrics. We commissioned Nielsen to determine the power of context by measuring what impact the contextual relevance of carsales has on brand equity for automotive advertisers on our network.

PROJECT SUMMARY AND METHODOLOGY

Nielsen used a control versus exposed methodology for this study. Campaign tracking tags were implemented on 16 digital campaigns from eight of Australia's best selling car brands, and linked to an independently verified sample of car buyers. Tags enable Nielsen to determine if respondents are exposed to campaigns, and if so, where exposure takes place; within context, or in non-contextually relevant environments. Two distinct groups of consumers are created based on this

HOW EXPOSURE IMPACTS BRAND PERCEPTION



Source: [The Power Of Context: How advertising within relevant context helps to build brand equity](#), carsales, 2018

THE POWER OF CONTEXT

information - control and exposed - with the control group modelled to match the demographic factors of the exposed group. Both groups were surveyed to understand their ad receptivity and brand attitudes, with Nielsen comparing results to determine what impact exposure had on viewer's brand perceptions. Only consumers with intent to purchase a new car in the next 12 months were eligible. There were 1381 respondents, and significance testing was applied at 95% confidence interval (CI).

RESEARCH FINDINGS

The research confirmed that context is powerful in building brand equity and shifting brand metrics, with automotive campaigns on the carsales network seeing a 50% uplift for Active Recommendation compared to total campaign exposure.

WHAT IS RECOMMENDATION, AND WHY IS IT IMPORTANT?

Active recommendation is a consumer's willingness to spontaneously promote a brand, demonstrating that they are loyal and enthusiastic. Active recommendation is vital in measuring marketing effectiveness, as it is the basis for calculating two key loyalty metrics; Brand Equity Index and Net Promoter Score. The Brand Equity Index generates a score from recommendation, preference, and price premium willingness as inputs, and outputs a score that reflects a brand's emotive loyalty and ability to command a price premium. A Net Promoter Score tracks how customers represent a brand to family, friends and colleagues. An uplift in active recommendation increases the number of brand promoters, which in turn drives an increase in Net Promoter Score. Both Net Promoter Score and

Brand Equity Index correlate strongly with market share performance.

BROADER FINDINGS

The research also demonstrated that authentic data can be valuable in shifting brand metrics. Automotive campaigns that appeared both on carsales and off-network, through our data partnership with Audience360, saw a 66% uplift in consideration versus the control

WHAT DOES THIS MEAN FOR MARKETERS?

Over the past few years, there has been a shift away from advertising in relevant environments in favour of programmatic advertising, due to perceived ease and cost effectiveness. This research confirms that relevant context still has a major impact on advertising effectiveness. Content marketing relies on distribution through many channels to reach the right audience to engage, and environment and authentic audience data are more critical to success than ever. Advertisers who are focused on increasing how the consumer feels about their brand - an important phase of the funnel in moving the needle for brands - are likely to derive a benefit from advertising within relevant context.

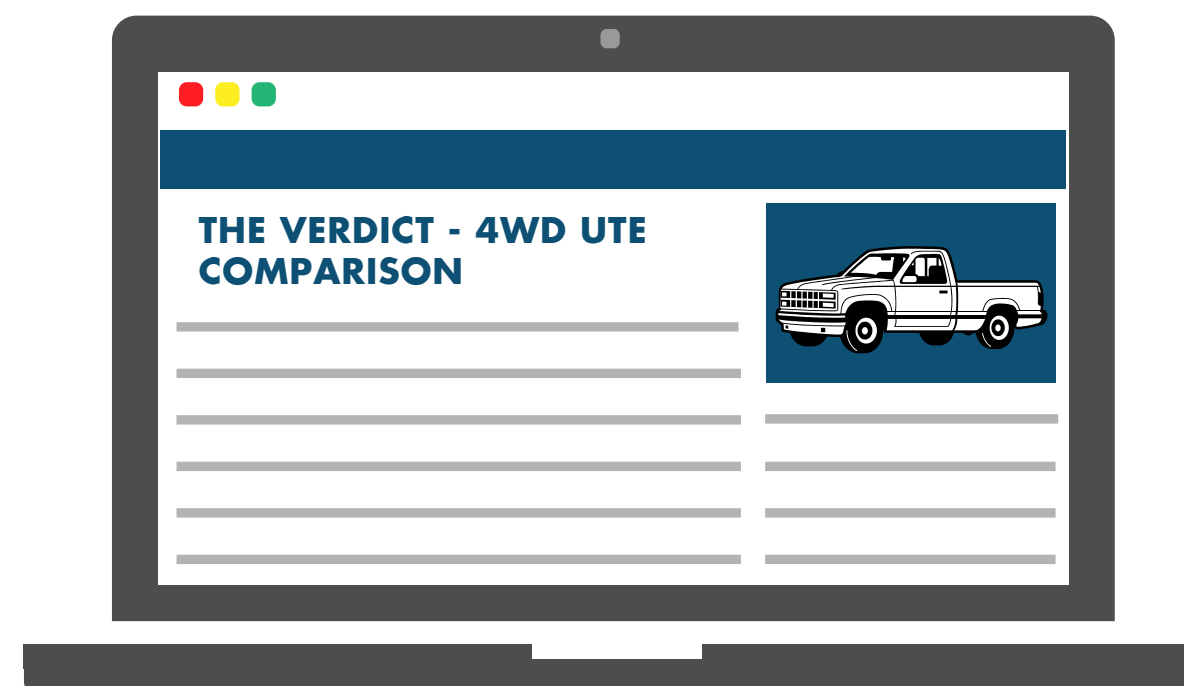
WHAT DOES THIS MEAN FOR PUBLISHERS?

This research provides concrete evidence that contextual relevance between content and advertiser can drive substantially higher brand equity. Whilst this research focused on the power of context in the automotive industry, the same ideology could logically be applied to publishers across a range of categories from food and fashion to health and travel.

CONTEXTUAL ENVIRONMENT COMPARISON

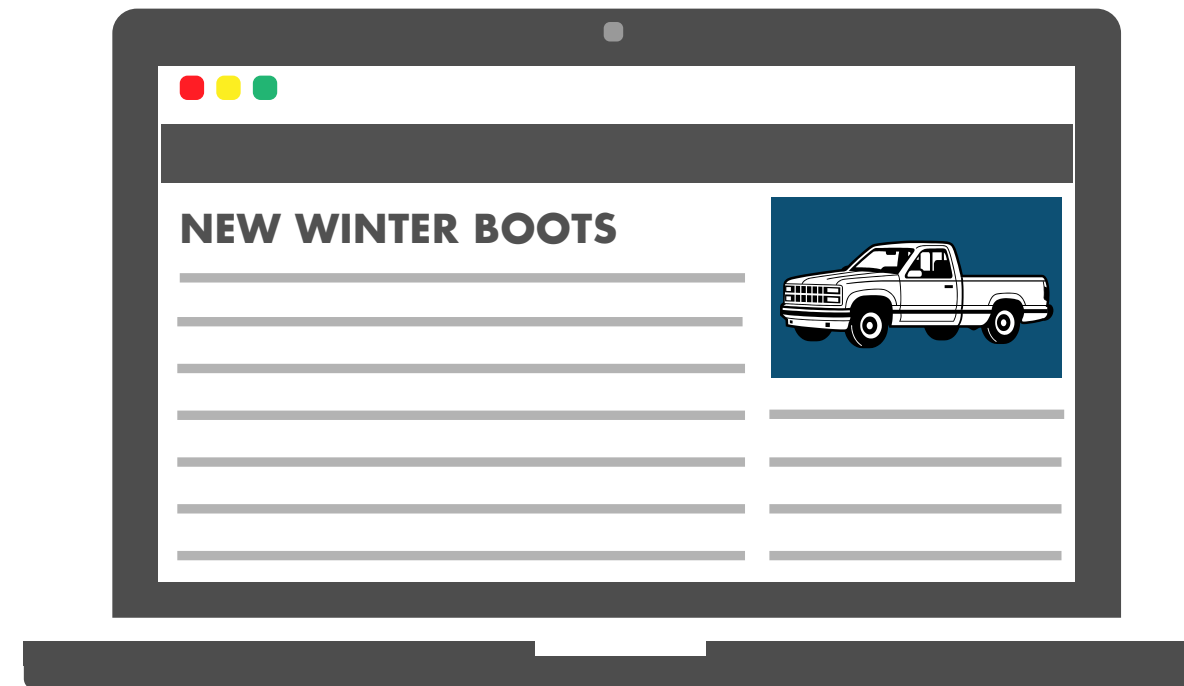
50% uplift in active recommendation

In Context



VS.

Not In Context



Source: [The Power Of Context: How advertising within relevant context helps to build brand equity](#), carsales, 2018

AMPLIFY: PLANNING FOR ATTENTION



GEORGIA WOODBURNE
GENERAL MANAGER
INSKIN MEDIA

As our understanding of the value of attention as a brand advertising success metric increases, so does the question of how attention intelligence can be integrated into the media planning and buying process.

One of the key challenges remains the weak cut-through potential of standard display advertising formats such as mid-page units (MPU) or skyscrapers.

Eye tracking specialist Lumen estimates that for every 1,000 served display ad impressions, users pay only about 2.6 minutes of aggregated attention (or 0.16

seconds per ad), a result of both poor viewability and low seen rates. In contrast, research shows that specific high-impact formats, such as Inskin Media's page takeover format Pageskin Plus, can attract nearly 40 minutes of attention for the same amount of impressions.

The large discrepancies between these different types of formats are not surprising, and align well with existing studies into their respective brand-building potential. However, integrated media planning should not stop at comparing the relative strength of these formats. Rather, we should also try to understand how ad exposures influence each other, in order to effectively optimise delivery against metrics that matter. For digital brand advertising, attention is such a metric.

We set out to explore this idea further. What if there was a way to make a standard display ad more likely to be noticed, purely due to the type of ad users had been exposed to before, all other things being equal?

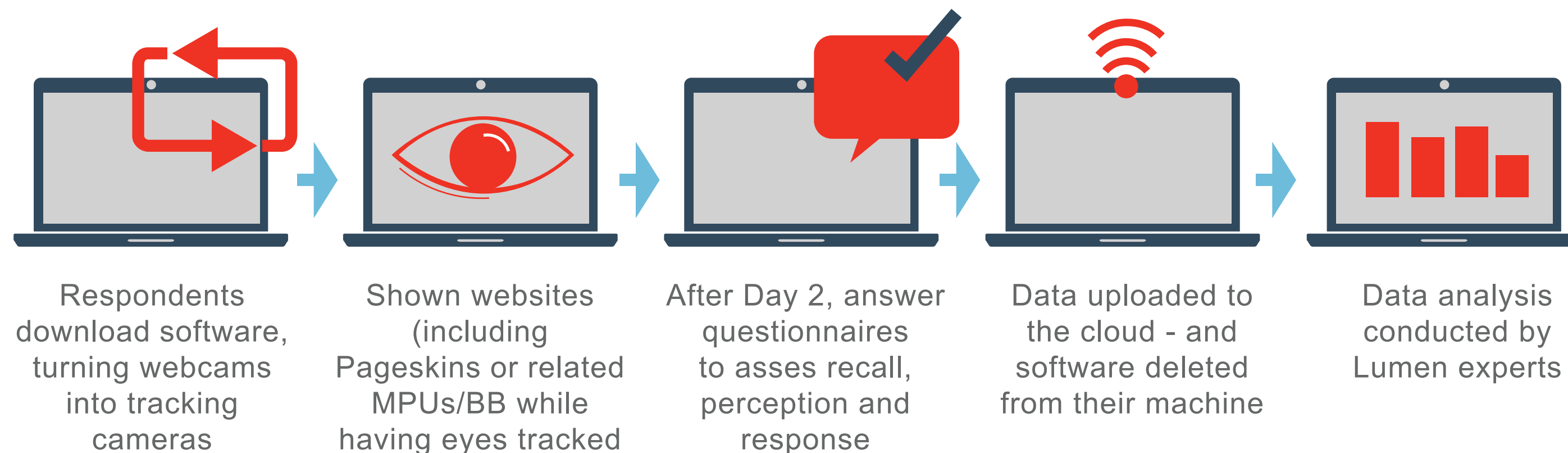
RESEARCHING THE AMPLIFICATION EFFECT

We hypothesised that, for any given brand campaign, exposure to high-impact ad formats could increase users' attention to subsequently served standard display ads. Differently put, we assumed that an ad's potential to stand out to a user is influenced by what the user had seen before, and that the quality of this previous exposure, as measured in attention, mattered a great deal.

The basis for our assumption was rooted in cognitive psychology: we theorised that high-impact ad exposures could potentially change the salience (or stand-out potential) of the brand assets that a creative consists of — i.e. the likelihood for an ad to attract attention might be larger if the consumers' mind has previously been "sensitised".

We were aware that such "amplification effects" could have hugely valuable implications for how digital advertising exposures are planned and flighted. If such effects did indeed exist, the order in which a given number of impressions should be served could significantly influence a branding campaign's impact. Moreover, such effects could also help to explain previously observed, incremental ad effectiveness lifts of cross-media campaigns.

WEBCAM-BASED EYE-TRACKING TECHNOLOGY



AMPLIFY: PLANNING FOR ATTENTION

Our hypothesis was based on three central objectives. We aimed to:

- Evaluate a digital ad format’s effectiveness holistically, by taking into account both its direct (how does the impression itself impact consumers) and indirect effects (how does the impression impact subsequent impressions on consumers).
- Devise flighting strategies that maximise attention across the media plan.
- Investigate the practical application of attention as a brand advertising success metric.

In collaboration with eye tracking specialists Lumen, we conducted over 3,000 eye-tracking experiments in order to understand how users’ visual interactions with display advertising were affected under various conditions, and if exposure to high-impact formats does in fact “amplify” the attention paid to subsequent ad exposures.

We tested different combinations of ad exposures involving three ad formats: Pageskin Plus, MPUs and billboards. We examined how attention levels varied for different exposure conditions including the impact of Pageskin Plus exposures on subsequent billboard and MPU exposures, and the impact of billboard exposures on subsequent MPU exposures. In order to compare apples with apples, we took exposure frequency factors into account in order to avoid overestimating any such effects.

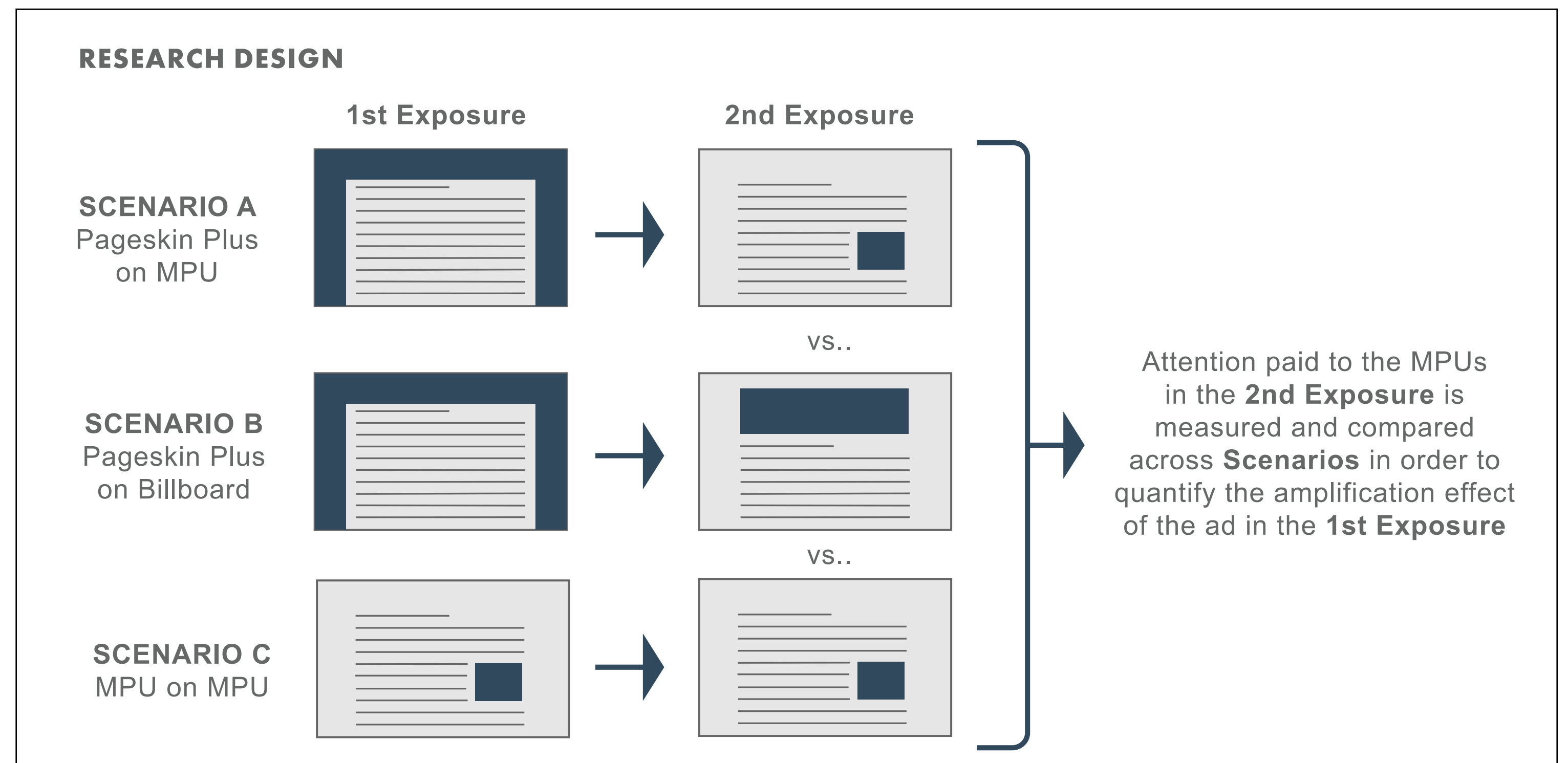
We designed nine cells in total - with a combination of two ad exposures in session one followed by two additional exposures in session two, which took place at least two days later. Each cell consisted of 300 users.

In our control group we had 300 users, who all saw identical campaign MPUs as part of their natural

browsing experiences.

We then examined how attention levels varied for different exposure conditions including the impact of Pageskin Plus exposures on subsequent billboard and MPU exposures, and the impact of billboard exposures on subsequent MPU exposures, amongst other scenarios:

In simple terms like this:



AMPLIFY: PLANNING FOR ATTENTION

But the full logic can be seen below:

AMPLIFY PROJECT: EXPOSURE LOGIC

Exposure Logic	Day 1		Day 2		n	Research question addressed
	Exp 1	Exp 2	Exp 3	Exp 4		
A: Control	MPU	MPU	MPU	MPU	300	Control Group (MPU) AND Does the pre-exposure to a MPU increase attention to a MPU, and how does that compare to PSP pre-exposure?
B: Single BLB	BLB	MPU	MPU	MPU	300	Control Group (BLB) AND Does the pre-exposure to a BLB increase attention to a MPU, and how does that compare to PSP pre-exposure?
C: Multi BLB	BLB	BLB	MPU	MPU	300	Does the pre-exposure to a BLB increase attention to a BLB, and how does that compare to PSP pre-exposure? AND Do multiple pre-exposures to BLBs lead to an even stronger receptivity boost?
D: Single Skin	PSP	MPU	MPU	MPU	300	Does the pre-exposure to a PSP increase attention to a MPU? AND Do cross-format pre-exposures (PSP/MPU) increase attention to a MPU?
E: Amplification decay	PSP	-	MPU	MPU	300	Does the potential receptivity boost observed in Exposure Logic D fade over time?
F: Skin effect on BLB	PSP	BLB	MPU	MPU	300	Does the pre-exposure to a PSP increase attention to a BLB? AND Do cross-format pre-exposures (PSP/BLB) increase attention to a MPU?
G: Multi Skins	PSP	PSP	MPU	MPU	300	Do multiple pre-exposures to PSPs lead to an even stronger receptivity boost? AND Does the pre-exposure to a PSP increase attention to a subsequent PSP?
H: Dripped skins	PSP	-	PSP	MPU	300	Does the potential receptivity boost for PSPs observed in Exposure Logic G fade over time? AND Do “dripped” PSP exposures still boost MPU receptivity if delivered during time-spaced user sessions?
I: Multi Skin effect on BLB	PSP	PSP	BLB	MPU	300	Do multiple pre-exposures to PSPs lead to an even stronger receptivity boost?

In order to compare apples with apples, we took exposure frequency factors into account in order to avoid overestimating any such effects.

AMPLIFY: PLANNING FOR ATTENTION

RESULTS: PUSHING STANDARD ADS INTO THE LIMELIGHT

As it turns out, the study findings do indeed support the notion of amplification effects by high-impact formats. We observed statistically significant increases in attention for MPUs that had been “amplified” — in other words, where a previous exposure to a high-impact Pageskin Plus ad of the same campaign had occurred. In comparison to MPUs that had only been preceded by another MPU (our control group), we found that amplified MPUs are:

- 27% more likely to be looked at
- Looked for 40% longer
- 140% more likely to achieve at least 1 second of visual engagement time.

ADDITIONALLY

We found that the size of the amplification is dependent on the number of amplifying exposures. Serving two amplifying exposures (i.e. high-impact ads), for example, results in stronger attention increases to the subsequently served standard ad than a single one.

Interestingly, amplification effects varied strongly by campaign. We believe that a driving factor for the strength of amplification is the creative

consistency across ad formats: campaigns using visually similar creatives saw stronger amplification effects than those that were dissimilar, we call this “matching luggage”.

As time between exposures increases, the net attention lift caused by the high-impact format is expected to weaken by approximately 25% per day.

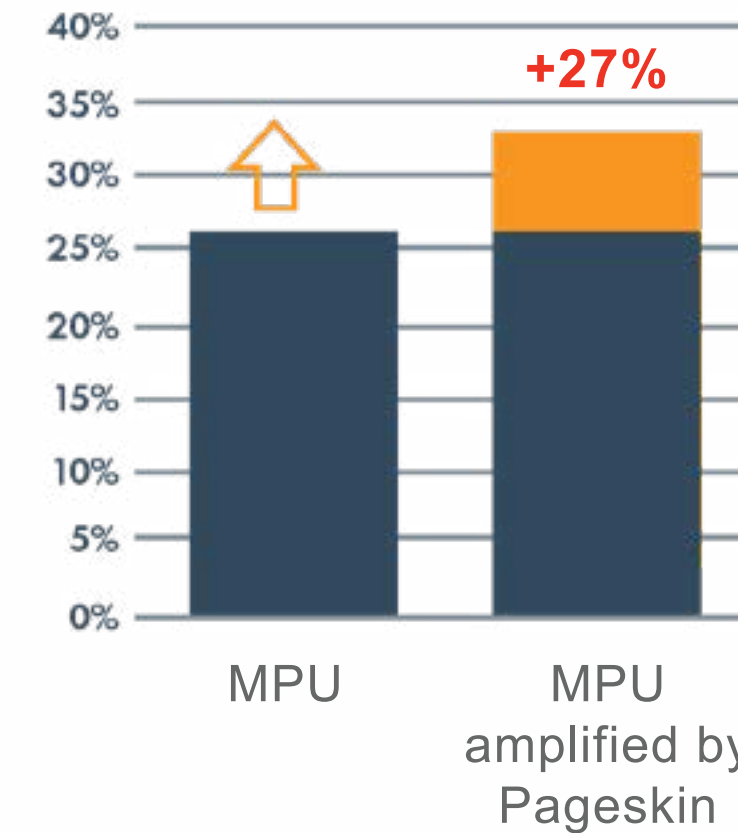
The longitudinal data collection approach allowed us to identify how long these amplification effects last, producing a dataset with which to produce a regression model on decay rates.

The implications of this study for the media planning process are profound. In the context of online advertising, attention has shown to be an extremely scarce commodity, especially when it comes to standard digital display advertising. Finding ways to increase the attention potential for these types of ads, especially through optimisation methods that don’t necessarily require increased budgets, could help lift both short- and long-term ROI / profitability of digital ad spends.

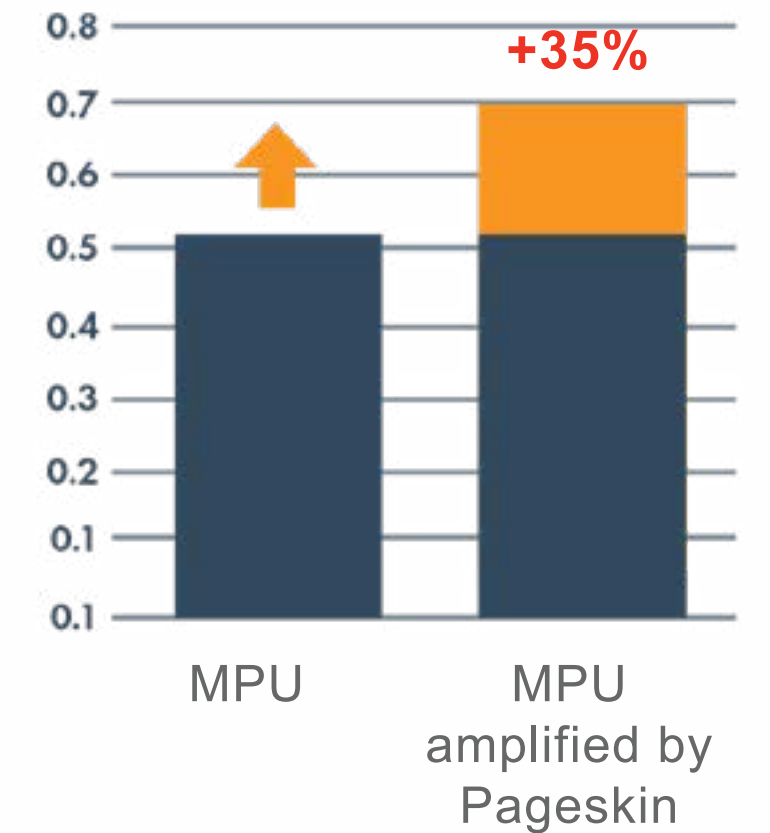
It has shown that by including certain types of ads in your media plan, you significantly enhance the impact of the media plan as a whole. Additionally, customisable models for optimal flighting strategies can be devised.

AMPLIFICATION EFFECTS BY HIGH-IMPACT FORMATS

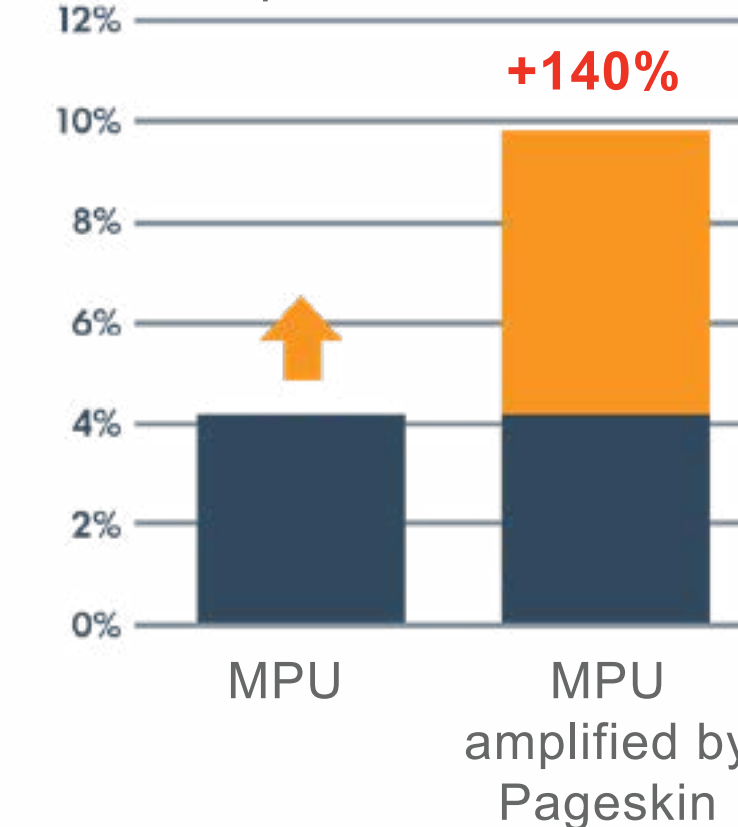
... more likely to be looked at
% of viewable impressions seen



... more likely to be looked at
% of viewable impressions seen



... more likely to be looked at
% of viewable impressions seen



Amplification effects refer to consecutive ad exposures within the same browsing session

↑ Statistically significant at 90% confidence level

↑ Statistically significant at 95% confidence level

PRESENTING FINDINGS OF YOUR RESULTS



KIRSTEN RIOLO
DIRECTOR SOCIAL INTELLIGENCE & ANALYTICS
IPSOS AUSTRALIA

While so much goes into the development of quality research and analysis of data, one of the key success factors in making a difference, is at the time of the presentation.

Whether presenting to the executive management team or a Board, the preparation for dissemination of the results is paramount, especially if you are looking to secure ongoing support from your audience in terms of commercial ideas and funding allocations.

There are some key things to keep in mind, which may appear basic, but in the rush to the deadline, sometimes time gets the better of us all. Broadly speaking these are some key areas to consider.

CONTENT

Depending on the nature of the presentation, the audience may or may not have had the chance to review materials ahead of time. Either way, the materials need to speak to the main points you're trying to get across, succinctly and this can be done effectively using effective communication cues including language, colour, video and other mechanisms aimed at capturing the attention of the

audience (make sure it's all working).

Keep it simple: large technical words/jargon sound impressive, but may not always service your main message as well as you may like.

Ensure the content is relevant in terms of addressing the business questions at hand.

It's likely that challenging questions will eventuate — embrace the opportunity to respond and engage further, at their level. If the content of your presentation does have a truly technical element, perhaps consider having the subject-matter expert on hand with you to field any questions from the floor that may warrant such input.

AUDIENCE

Know your audience. Will the group be experts in your subject matter or generalists who may not be as familiar with jargon or technology on which the insights are based? Keep this in mind when curating the slides or presentation materials to be used. Also, match their mode: are they formal, more casual? Match their ways of working in style, tone, conversation and presentation.

TIMING

Typically, when people present, if not using a script, they will take longer than originally anticipated. So,

think about only allocating perhaps two-thirds to three-quarters of the time you have been allotted. On average, assume 2 minutes per slide as this will give you a margin of error in case people ask questions, if there are technical issues in the set up or mid-way through the session — also, for those who like to ad-lib, this will provide some room to showcase the wider, richer knowledge you choose to also impart on the day.

Have an alternative shorter version up your sleeve in case your 15 mins becomes 5!

DELIVERY

Presentations provide the opportunity to demonstrate your level of expertise with a view to continuing to be the trusted advisor. There is a line between being professional and boring, so try to find the right engagement point (seduction point) in your delivery. Practise, out loud before the day so you can hear yourself talk and feel any sticking points or junctions of the presentation which do not quite flow. Better to do this in prep time than on the fly in front of your audience. Finally, consider the impact which can be made in the first two minutes and last two minutes.

(Hack: If your asked for a glass of water, ask for it to be at room temp or better, warm, and this will keep your vocal chords open and enable you to project your voice more efficiently.)

SUMMARY CHECKLIST

MAKE SURE YOU INVESTIGATE AND ADDRESS THE FOLLOWING:

- **Set clear objectives and KPIs** upfront that relate to your business challenge — avoid retrofitting your objectives after the test.
- **Create a clear hypothesis** for your test that will address the business problem. This is a testable prediction about what you expect to happen in your study. You can use the format of “**If**” “**Then**” and “**Because**” statements to create your hypothesis.
- **Choose appropriate metrics** aligned to your objectives - don't just rely on what is most accessible (e.g. click through rates) and include long term as well as short term metrics.
- **Understand the strengths and weaknesses of the measurement method** that you use. Create a measurement strategy — a clear, consistent plan for which tools you are selecting and why.
- **Measure for incrementality** — not correlation — so that you can understand what your advertising activity did that would not otherwise have happened.
- **Design experiment cells** to ensure best possible comparability of exposed and control. Ensure that you have:
 - Adequately sized groups for the precision needed in your test.
 - Random assignment of control and test groups.
 - Cells that match — for example, demographically, attitudinally, in propensity to use your product, and prior exposure.
 - Your subjects in either the control or exposed group, not both.
- **Test and learn** how to adjust your campaign to drive better results, apply and keep testing including the use of the following:
 - Build benchmarks of key metrics internally — set targets that reflect the context of other measurement activities in your organisation
 - Review your measurement activity periodically — what were the gaps and limitations?
 - Use results as continuous feedback to inform future marketing activity
- **Devote time to preparing the presentation of your results** to stakeholders. Answer the business question succinctly and understand your audience and their level of appetite for detail and technical language.
- **Understand the measurement activities already happening** in your organisation and external companies — don't operate in a silo.

MORE RESOURCES FROM IAB AUSTRALIA

AD EFFECTIVENESS PLAYBOOK

[Download the IAB Digital Ad Effectiveness Playbook here](#)



This Playbook addresses topics from Getting the Basics Right through to Attribution, including: Hygiene factors; Data quality; Marketing mix modelling; Brands; and Last click measurement.

AD EFFECTIVENESS GLOSSARY

[Download the IAB Ad Effectiveness Glossary here](#)



It is essential for our industry to create common language across the different platforms. This industry wide language is a key step in the IAB mission to simplify, so we tasked our Ad Effectiveness Council with crafting a glossary of terms.

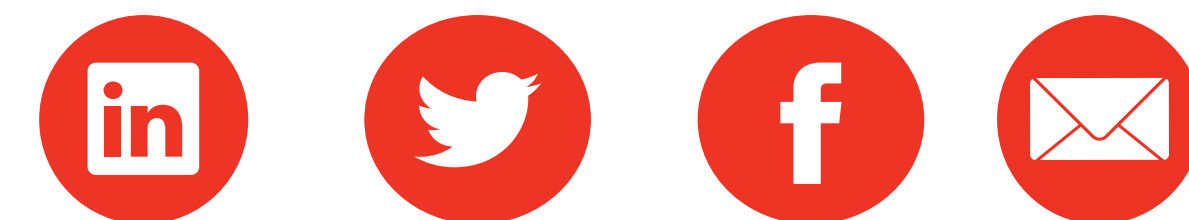
BUSINESS OUTCOMES PODCAST

[Driving Better Business Outcomes with Media – Simon Williams of Carat](#)



Simon Williams of Carat discusses how businesses can drive better results with the right media and data strategy as well as the value of diverse talent in our industry.

Stay up-to-date with [IAB Australia](#) and the work we do to simplify and inspire the digital advertising industry by following us on [LinkedIn](#), [Twitter](#) and [Facebook](#), and [subscribing to our monthly newsletter](#).



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