

Metrics & KPIs Survey Q&A (for IAB internal use only)

Section 1: Metrics & KPIs Survey Key Findings

1.1 Why was the Metrics and KPIs survey conducted?

IAB Europe conducted the Metrics and KPIs survey in order to learn about measurements that would help drive more long-term brand advertising investment into digital media, and are compatible with other initiatives around the globe. It gathered the opinion of over 720 industry stakeholders including brand advertisers, agencies and publishers.

1.2 What do industry stakeholders state as their priorities for attracting more brand advertising investment online?

- Gaining a better understanding of how online channels can work, both in combination with other media and alone, for brand advertising campaigns
- Having the option to integrate data from online audience surveys with other media surveys to provide cross media evaluation
- Establishing an industry-wide accepted online measurement currency for campaign planning and trading
- Identifying an agreed core set of effectiveness KPIs such as brand awareness or purchase intent

1.3 What are the key highlights from the survey findings?

The survey highlighted that respondents want a better understanding of how online can perform as a brand advertising channel and of how it can be used in combination with other media – more than 8 in 10 agreed these would help attract more brand advertising investment to online and digital channels.

Just over three quarters of respondents (77%) also think that an industry-wide accepted online measurement currency and established metrics such as reach, frequency and GRPs will help drive investment into online brand advertising.

More than 9 in 10 respondents also agreed that online measurement needs to become more compatible with TV. Even in the more print oriented markets TV and online compatibility was a clear top priority (97%).

Additionally a move towards measuring campaign delivery in terms of viewable impressions³ and establishing a core set of brand KPIs are seen as important to three quarters of the respondents. Traditional brand KPIs such as brand awareness and purchase intent are rated more important than interaction KPIs such as clicks.

1.4 What are other key findings from the survey?

- All respondents seek online metrics (such as net reach, frequency, GRPs) that are compatible with those that are available for other (traditional) media channels
- These measures should be based on an industry-wide accepted online measurement currency and be updated frequently

- A better understanding of how online works in combination with other media channels and how it can work for brand advertising is needed to help drive budgets online
- As a consequence, integration of online surveys with other media currencies, especially TV measurement systems is another urgent requirement to allow planning and trading across media channels.
- The large majority of advertisers and agencies agree on the importance of looking for brand awareness, purchase intent and advertising recall KPIs whereas publishers are not so definitive in their choices
- Three quarters of respondents see a move towards viewable impressions as important, with advertisers and their agencies particularly keen (8 out of 10), whereas publishers are taking a more cautious approach with around 60% supporting the idea of viewable impressions.
- The priorities are largely the same between respondents with a local market remit and those with a pan-European or Global remit - all agreeing that a better understanding of how online works in combination with other media is needed

1.5 Is brand investment in digital channels lagging behind?

Whilst there are many tools which enable marketers to plan and measure the delivery and success of their digital campaigns it's clear that brand investment in digital channels is still lagging behind due to uncertainties about how online channels can work best for brand advertising campaigns.

1.5 What is the aim of the IAB Europe Metrics & KPIs stream?

The Metrics and KPIs stream aims to establish what measurements would help drive more long-term brand advertising investment in digital media by better understanding the needs and thoughts of all key stakeholders in the European industry. A measurement blueprint for the rich and varied European digital ecosystem will be published in early 2015.

1.6 What is the mission of the IAB Europe Brand Advertising Committee?

The mission of IAB Europe's Brand Advertising Committee is to drive brand investment into digital by providing Brand Advertisers with a reliable and trusted Brand Advertising Framework for the converging digital and traditional media environment.

This Framework is a set of initiatives which includes the establishment of recommendations for Ad Formats, Metrics and KPIs across Europe and which are compatible with other initiatives around the globe. The Brand Advertising Committee is a multi-stakeholder group with global, regional and local input.

1.6 What are the next steps for the IAB Europe Brand Advertising Framework and the Brand Advertising Committee?

The research reaffirms IAB Europe's position on the need to focus on a recommended set of digital metrics and KPIs for the converging digital and traditional media environment in order to drive brand advertising online.

The IAB Europe Brand Advertising Initiative next steps will be to reach out to Joint Industry Committees and discuss the results of this survey in order to move the needle on online metrics.

IAB Europe aims to publish a Measurement Blueprint following these discussions in early 2015.

Section 2: IAB Europe Metrics & KPIs Survey Methodology

2.1 When did the survey take place?

The survey ran during March and April 2014.

2.2 What markets are covered in the survey?

The survey covered 23 European markets – Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Macedonia, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, Ukraine, US – and stakeholders with a pan-European and Global remit

2.3 What are the two stages of the Metrics and KPIs Survey methodology?

IAB Europe's Metrics and KPIs Task Force undertook a two stage survey, firstly conducting semi-structured interviews with key players, followed by an online survey with over 700 respondents to understand the digital measurement priorities of the European digital business community of Publishers, Agencies, Brand Advertisers, Ad Networks and Measurement/ Data Suppliers. This gathered the opinion on a range of measurements including Contact Quality, Audience metrics, Metrics by platform, Cross media evaluation, Qualitative measures, User engagement and Effectiveness measures/ROI

2.4 How many respondents did the survey receive?

The survey gathered the opinion of over 720 industry stakeholders including brand advertisers, agencies and publishers.