



# Cross-Media Ad Effectiveness Study

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# IAB Cross-Media Ad Effectiveness Study

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# Intro and Background

The IAB, at the request of the IAB Research Council leadership and with support of the full Research Council, conducted a study to answer ongoing industry questions around the efficacy of cross-media ad campaigns.

*The study set out to prove whether or not including desktop and mobile ads in a multiplatform ad campaign improves brand impact and if so, by how much.* The study further sought to parse out the impacts of each digital media format both individually and in combination with other media formats to give a total picture of digital's brand impact on cross media ad campaigns.

To that end, the IAB commissioned Research Now to conduct ad effectiveness studies across two live ad campaigns which included a variety of traditional and digital media types. *In a first of its kind, the study captured Mobile In-App in addition to Mobile Web for a complete picture of mobile advertising's impact.* The first study involved the launch of a new auto model and included ads ranging from innovative ad formats like pizza boxes in addition to typical Out of Home formats to TV, Radio, Print, Desktop (Video and Display), Mobile Web and Mobile In-App. The second study examined the ad impact of a well-known cookie dough brand whose ads ran on Desktop, Mobile Web and TV. The research was then rounded out with three case studies from Research Now on Retail, Finance and Media, each of which involved a mix of digital and traditional media.

In summary, the research shows that across 5 verticals (Auto, CPG, Retail, Finance, Media) the inclusion of digital ad formats in a traditional campaign improves brand impact both individually and in combination with traditional media formats.

This research could not have been completed without the invaluable financial support from our sponsors:

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# Objectives

- The IAB commissioned Research Now to conduct two studies as part of foundational research to understand the following:
  - ✓ How do the various media platforms interact when used in various combinations to impact ad performance?
  - ✓ What is the impact of desktop and mobile channels?
  - ✓ What contribution does desktop and mobile add to traditional media?
  - ✓ What channels contributed what to overall output of the campaign?
  - ✓ What best practices can be gleaned for the industry regarding cross-media campaigns?
- This report contains results from these two studies as well as case studies of other research conducted by Research Now

# In Summary...

- **Digital's additive impact on brand is proven in multiplatform campaigns.**
- **Proven across 5 verticals: Auto, CPG, Retail, Finance, Media**
- **Desktop and mobile have outsized positive effects on brand impact, given their typically smaller footprint in a campaign**
- **The best channel combinations for brand lift typically include digital and TV**
- **Recommendations:**
  - **Include desktop and mobile ads in a multiplatform campaign for even more impact**
  - **Increase frequency of desktop and mobile ads as part of a total campaign, since frequency typically can be increased according to the model**
  - **Monitor campaign to adjust optimal desktop and mobile frequency mix**

# Methodology: Research Now uses single source panel for Cross-Media

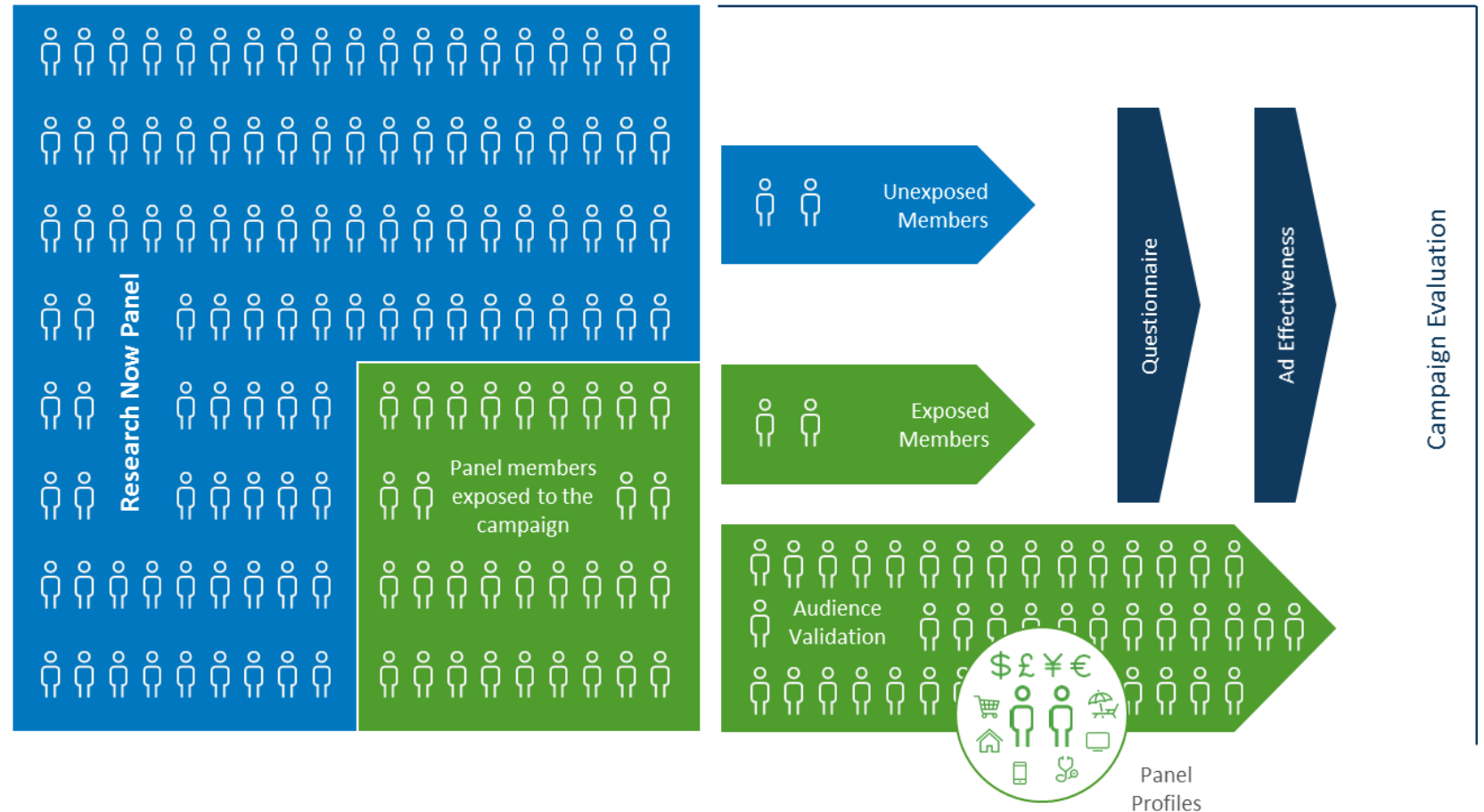
Digital exposure tracked with first party cookie, offline media through opportunity to see (OTS) questions

All respondents are collected from the single source Research Now panel which tracks individuals across all devices (Desktop, Mobile, Tablet)

**Control** = No campaign exposure

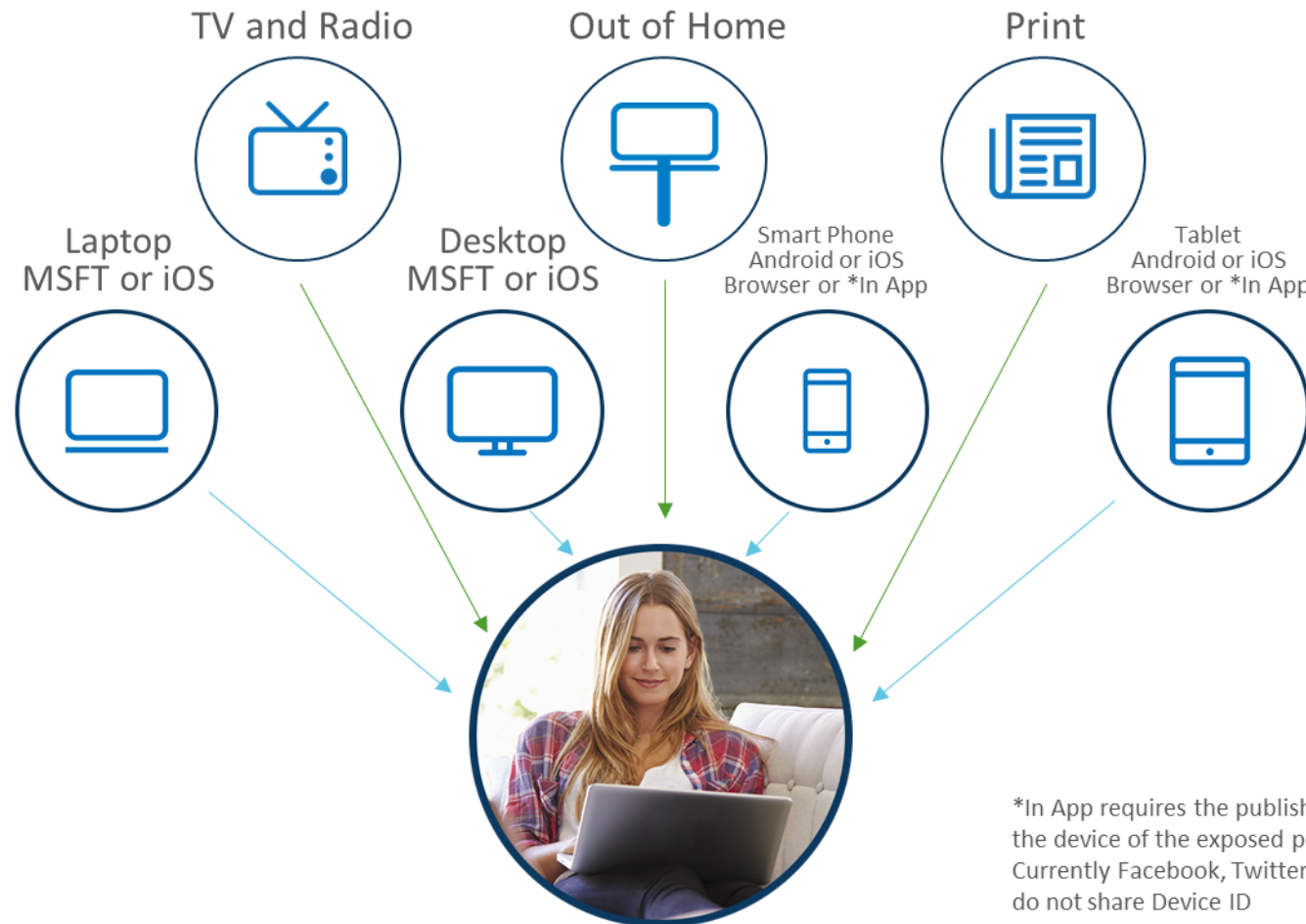
**Exposed** = Any campaign exposure; segmented by type (Digital and Offline)

- Offline determined by opportunity to see questions customized to identify respondents in the media footprint
- Digital exposure is recorded via RN cookies by tagging all the digital media. For mobile in-app a device ID is used



# Methodology: Research Now Single Source – It's About the People and Their Devices

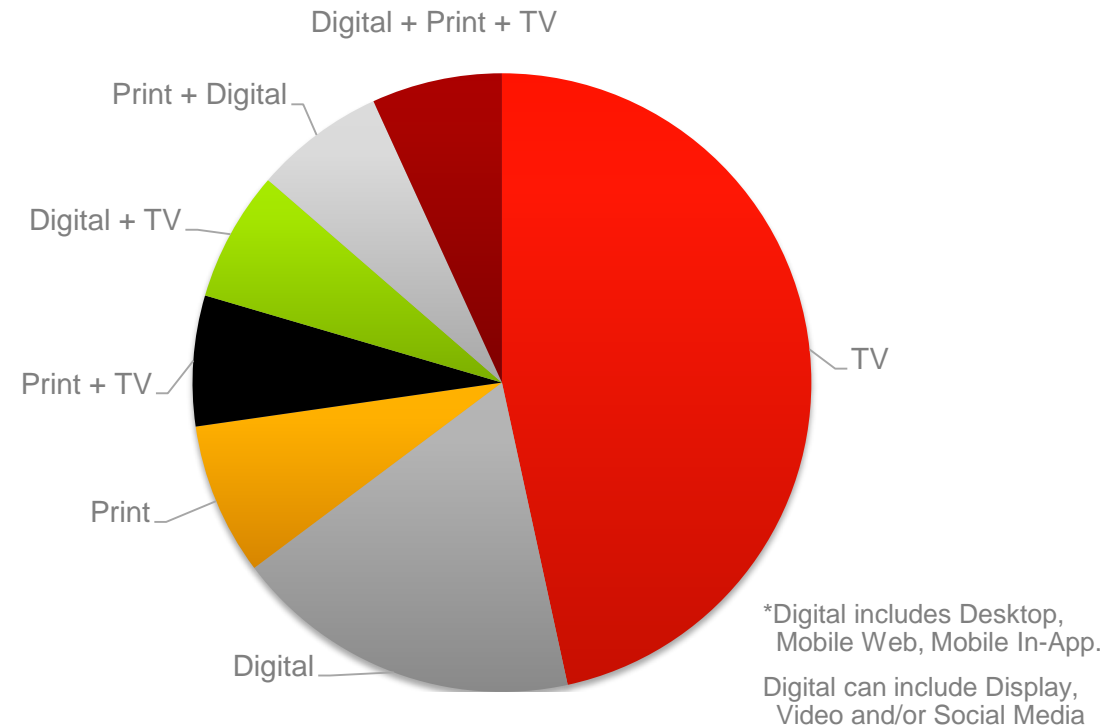
## Cross-Device, Single-Respondent Add OTS Capture Exposure



# Methodology: Multi Touch Attribution Model Isolated the Impact of Each Media and Created Optimization for Digital Frequency

A regression model is used to estimate the influence of each media channel on brand metric changes. The results describe the overall influence of each media type alone and in combination with other tactics

*Example of Media Contributions to Brand Lift*





**Auto Brand**

# **Results of Cross-Media Campaign**

# Auto Brand - Research Overview

## Sample Audience

- Adults aged 18+ with household income \$75K+
- Target - Men aged 18-49 with household income \$75K+, at least some college education

## Recruitment

- Sample sizes: 409 Total Control (No media exposure), 6,072 Total Exposed (Any Media exposure)
- Study Dates: 11/2/2015 to 1/21/2016
- Media channels: Desktop, Mobile Web, In-App , Print, TV, OOH (Billboard, Wi-Fi, Pizza Boxes, Cinema)

## Methodology

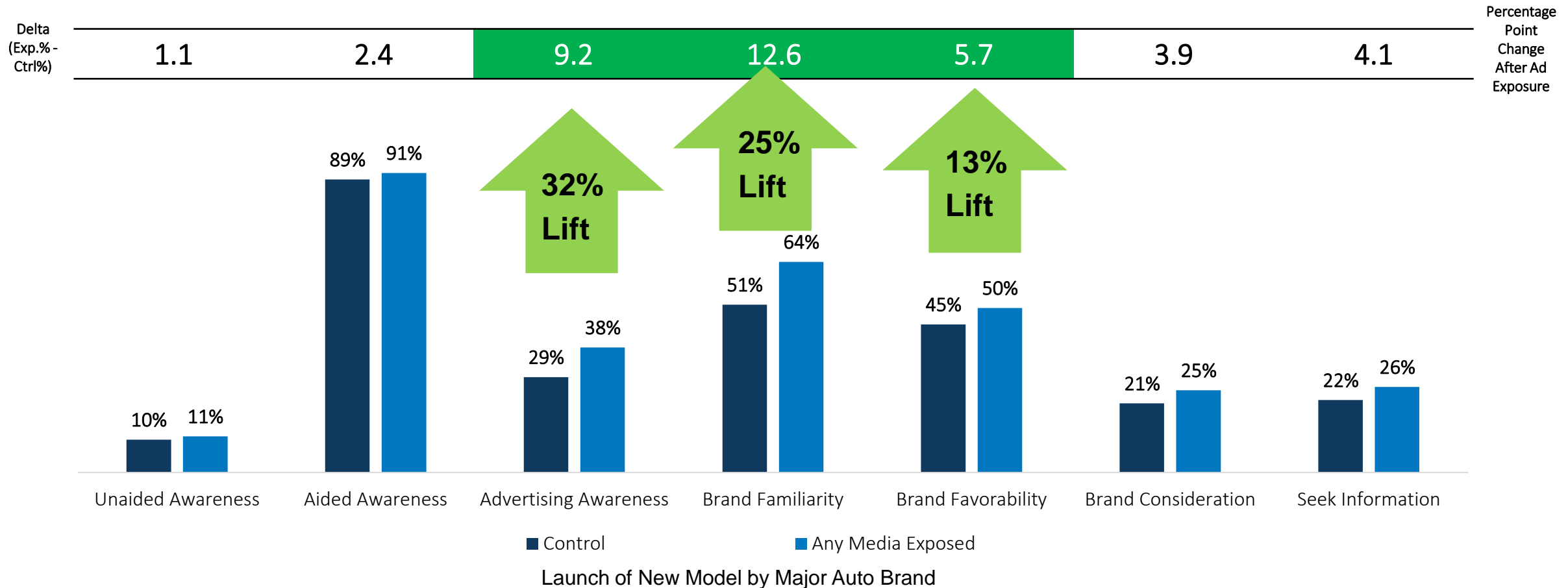
- Control and exposed groups were recruited simultaneously using Research Now panel
- Digital exposure was identified through cookie tracking of tagged media assets. TV, Print, OOH exposure was identified through OTS questions in the survey. In-App exposure was identified through device id matching

# Auto Brand - Key Findings

- ✓ Total campaign impact was strongest in building Familiarity and Favorability
- ✓ Traditional media still leads the way in campaign impact, not surprising given it's typically larger campaign footprint, but desktop and mobile play a fundamental role, particularly with the different media combinations
- ✓ Mobile In-App + TV + Print emerged as a very strong driver of increases in lower funnel metrics, particularly for brand consideration
- ✓ There is opportunity to increase digital frequency to achieve the maximum benefit

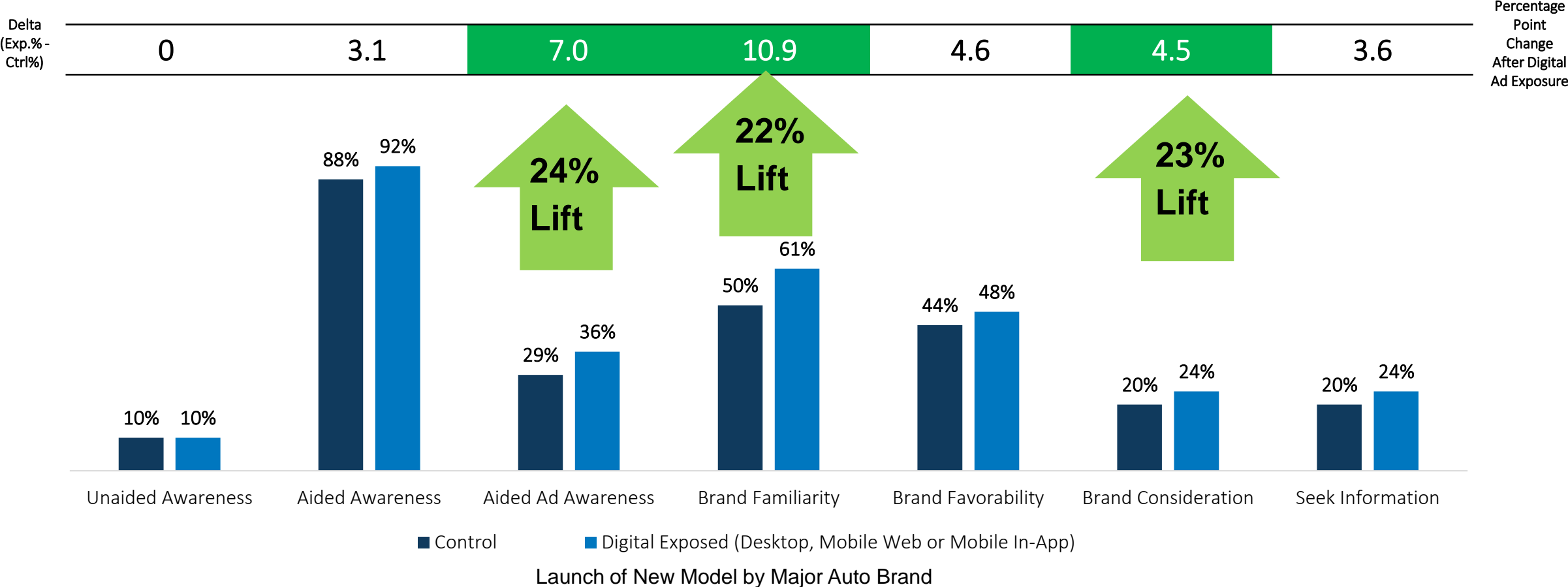
# Campaign Successful: Advertising Awareness, Familiarity and Favorability Were Significantly Higher Among Those Exposed to Any Media

- The campaign was memorable and persuasive – familiarity of the vehicle model increased 25%



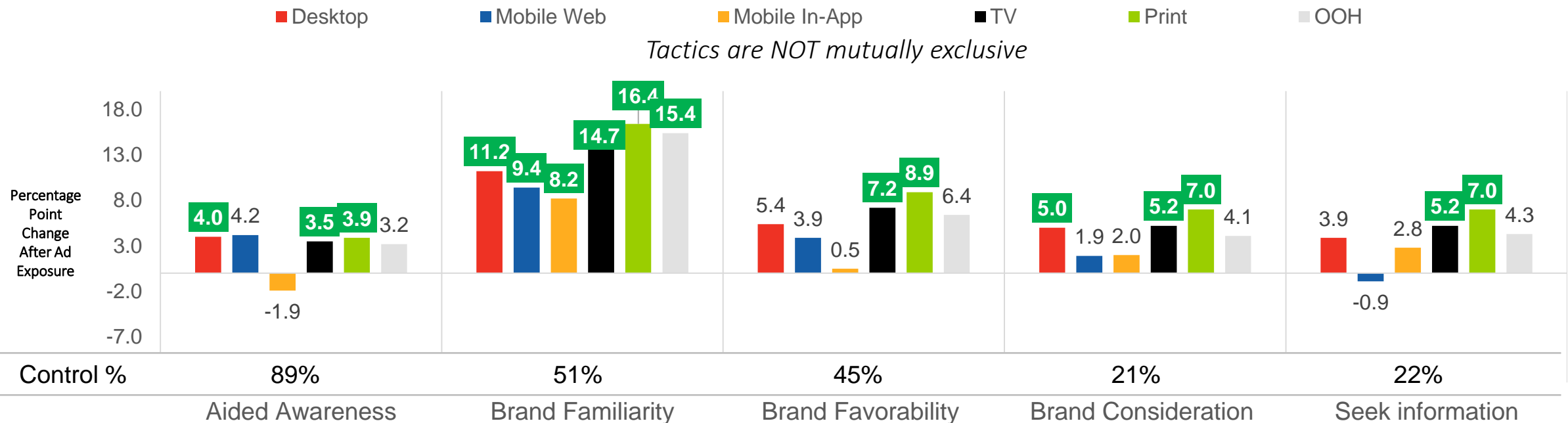
# Digital Impactful: Significant Lift Shown in Ad Awareness, Brand Familiarity and Consideration After Exposure to Desktop or Mobile Ads

- Desktop and mobile were a key component of the total campaign impact



# All Media Contributed to Increased Familiarity; TV, Print and Desktop Also Drove Awareness and Brand Consideration

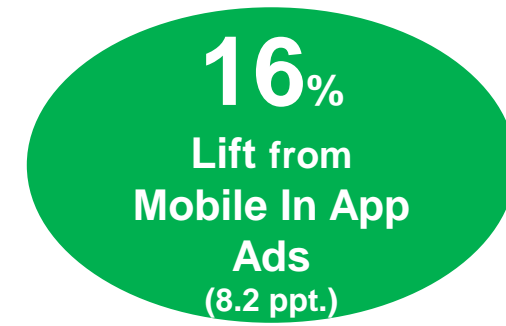
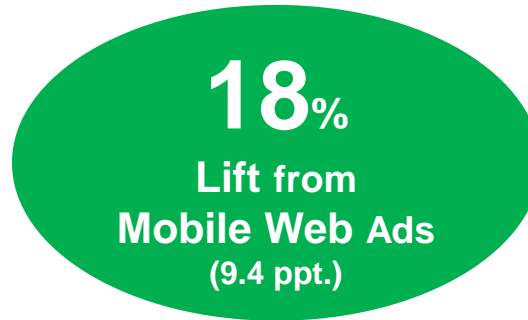
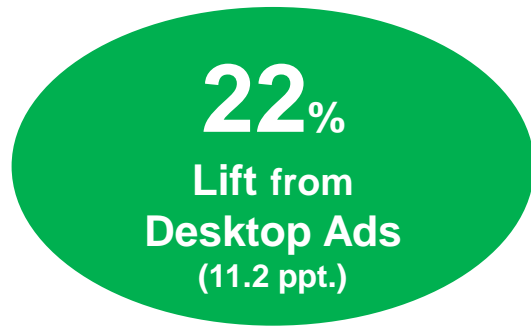
## Impact by Media Channel – Any Exposure



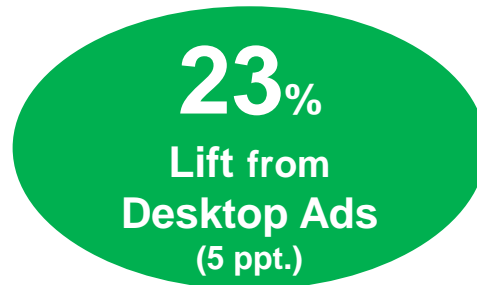
Launch of New Model by Major Auto Brand

# Digital Highlights: Desktop and Mobile Ads Improve Brand Awareness, Familiarity and Consideration

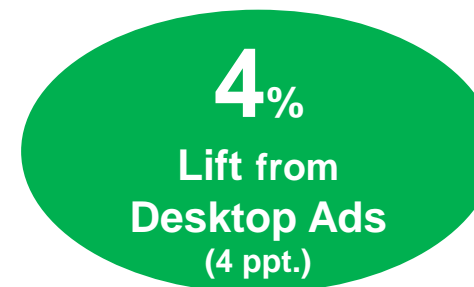
Impact on **Brand Familiarity** as a result of **Desktop or Mobile** advertising:



Impact on **Brand Consideration**:



Impact on **Aided Awareness**:



Launch of New Model by Major Auto Brand

# Adding Desktop or Mobile to the Campaign Drove Significant Impact

- The addition of Desktop and Mobile to the media mix successfully raised awareness, familiarity, brand consideration and the desire to seek more info

Cross-Media Results: Digital Highlights	Any Desktop		Any Mobile Web		Desktop + Print		Desktop + Mobile Web + TV	
	Ctrl %	Exposed %	Ctrl %	Exposed %	Ctrl %	Exposed %	Ctrl %	Exposed %
<i>Total Sample Size</i>	409	2,406	409	464	409	257	409	67
<i>Unaided Brand Awareness</i>							9%	28%
<i>Aided Brand Awareness</i>	88%	92%			88%	96%	86%	94%
<i>Brand Familiarity</i>	50%	61%	53%	63%	47%	56%		
<i>Brand Favorability</i>					40%	51%		
<i>Brand Consideration</i>	19%	24%			16%	24%		
<i>Research/Seek information</i>					16%	25%		

*Brand metrics (except awareness)  
based on those aware of the brand*

Launch of New Model by Major Auto Brand



# Cross-Media Highlights: Adding ANY Desktop or Mobile Ads to a Traditional Ad Campaign Improves Brand Metrics

Impact of adding **ANY Desktop or Mobile Ads** to **Traditional Ads** on **Brand Familiarity:**



**Aided Brand Awareness:**



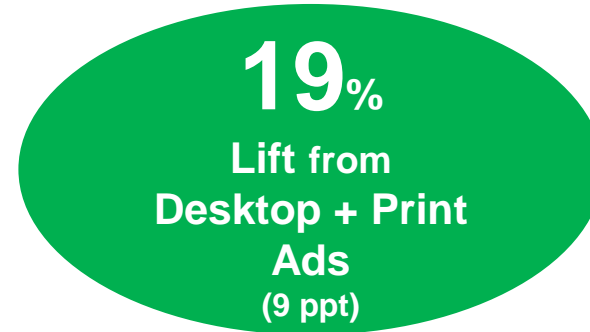
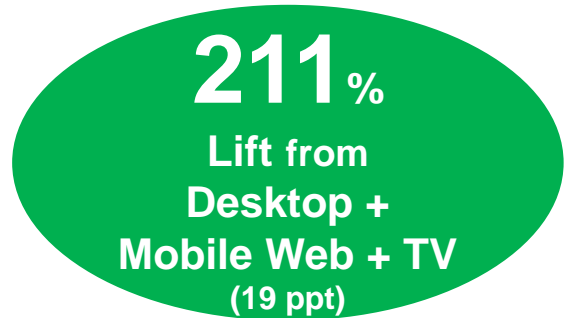
**Brand Consideration:**



Launch of New Model by Major Auto Brand

# Cross-Media Highlights: Key Digital and Traditional Ad Combinations Improve Ad Impact Across Brand Metrics

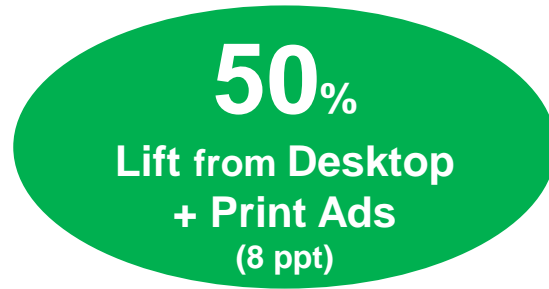
Impact of key **Digital and Traditional** advertising combinations on  
**Unaided Brand Awareness:** **Brand Familiarity:**



**Brand Favorability:**



**Brand Consideration:**



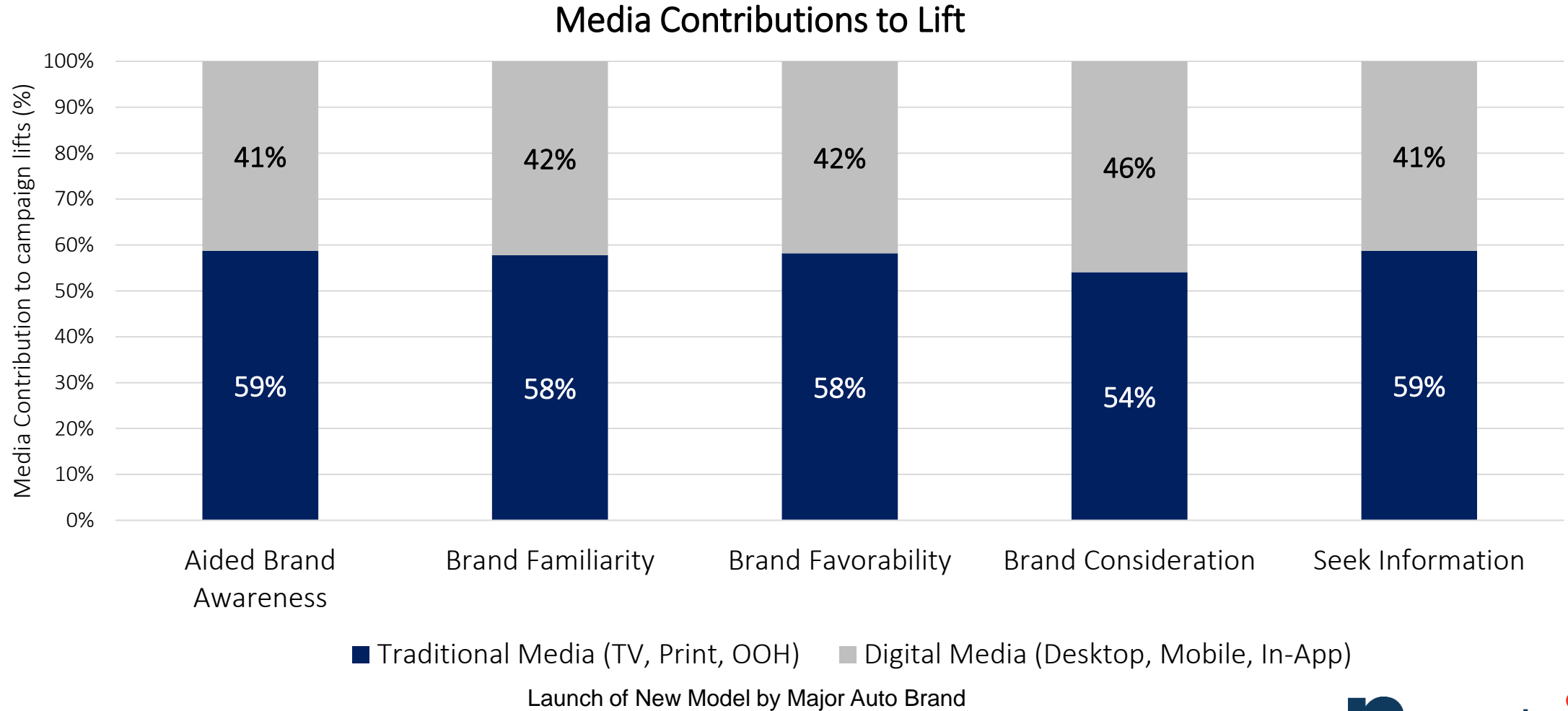
**Seeking Info:**



Launch of New Model by Major Auto Brand

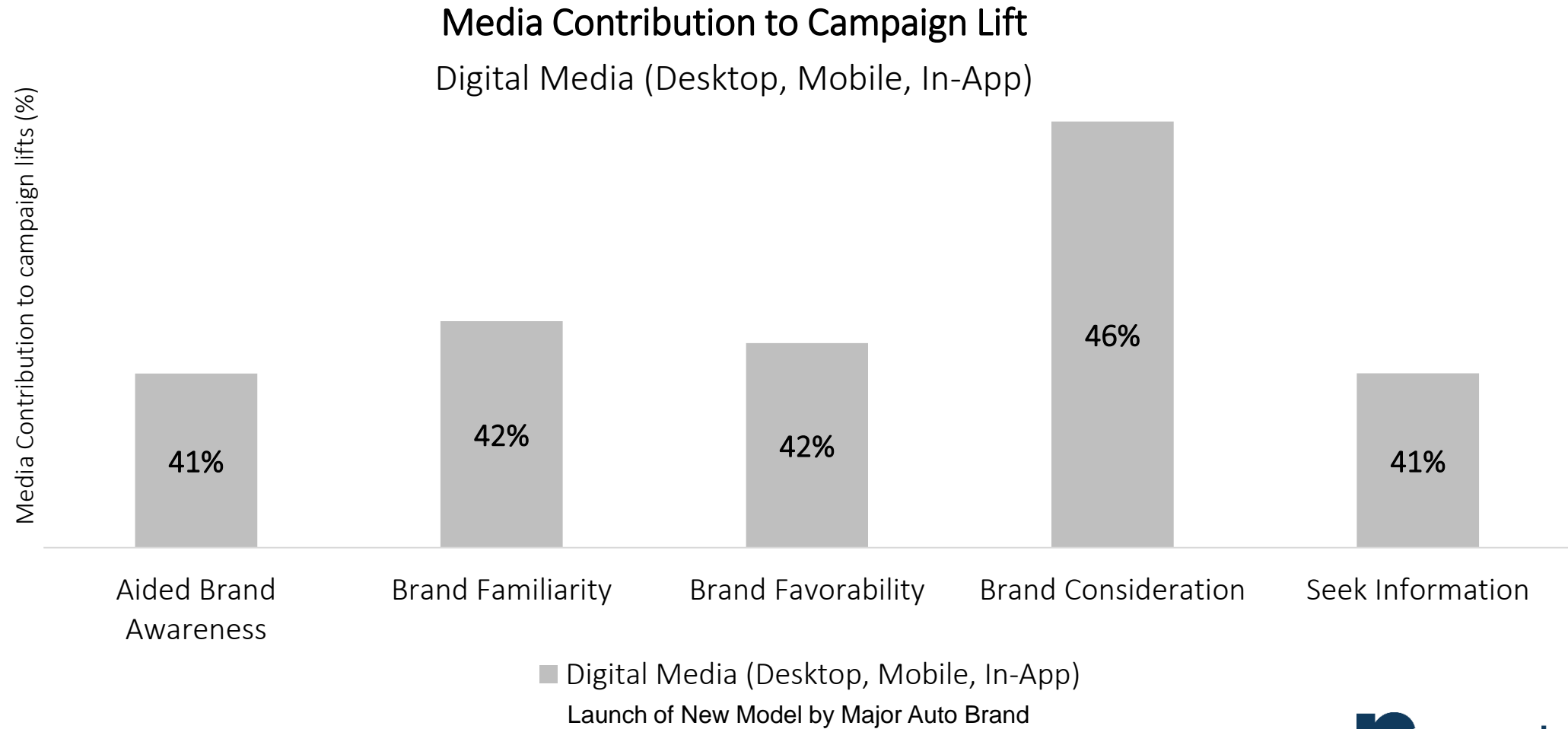
# The Multi-touch Attribution Model Isolated the Impact of Each Media Channel and Found that While Traditional Media Drove Over Half of the Lift, Desktop and Mobile Exposure Accounted for Over 40%

- Digital has strong impact, considering that ad campaigns typically spend more on traditional media



# In Combination, Desktop and Mobile Accounted for Almost Half of Brand Impact Across the Entire Campaign with Particularly Strong Impact in Brand Consideration

- Adding desktop and mobile ads to the campaign generated considerable lift over traditional media alone



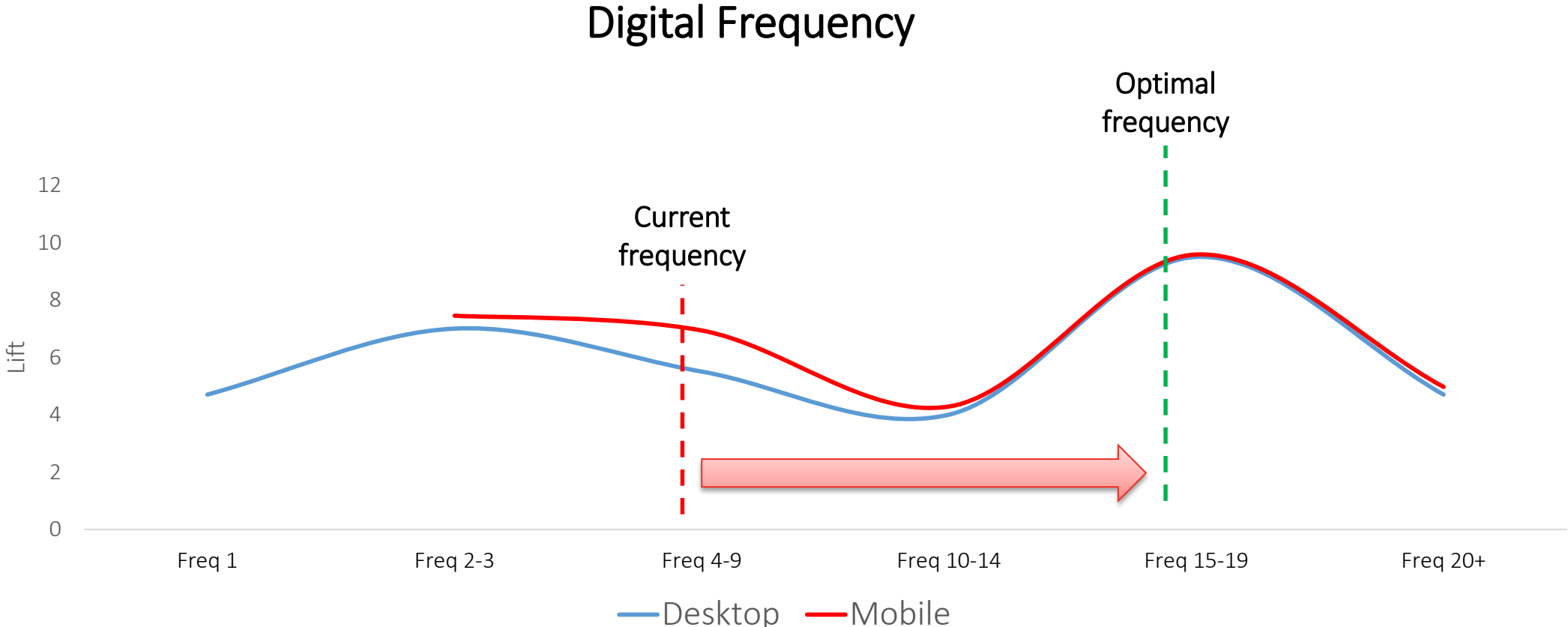
# The Best Channel Combinations Typically Include Digital and TV

- Desktop and Mobile have strong impact, considering that ad campaigns typically spend more on traditional media

	Top Contributors	% Contribution to Lift
Aided Awareness	Desktop <u>or</u> Mobile Web + TV + Print + OOH	10%
Brand Familiarity	Desktop <u>or</u> Mobile Web + TV + Print + OOH	10%
Brand Favorability	Desktop + TV + OOH	5%
Brand Consideration	App + TV + Print	8%
Seek information	TV + Print	5%

*Media combinations driving the most lift, based on output of attribution model  
Launch of New Model by Major Auto Brand*

# The Model Shows Opportunity for Increased Digital Frequency – In This Case Frequency can be Doubled for Maximum Effect on Brand Metrics



Non-parametric models were created to estimate linkage between frequency and lifts. A model was created for each of the brand metrics/perceptions; this is the average result

Launch of New Model by Major Auto Brand

22 Average of key brand metrics (e.g. awareness, familiarity, favorability, consideration)



**CPG Food Brand**

# **Results of Cross-Media Campaign**

# CPG Food Brand - Research Overview

## Sample Audience

- Adults 18 to 49
- Targets – Millennial Women, Gen X Women

## Recruitment

- Sample sizes: 456 Total Control (No media exposure), 1341 Total Exposed (Any Media exposure)
- Study Dates: 3/3/2016-3/28/2016
- Media channels: TV and Digital (Desktop and Mobile Web)

## Methodology

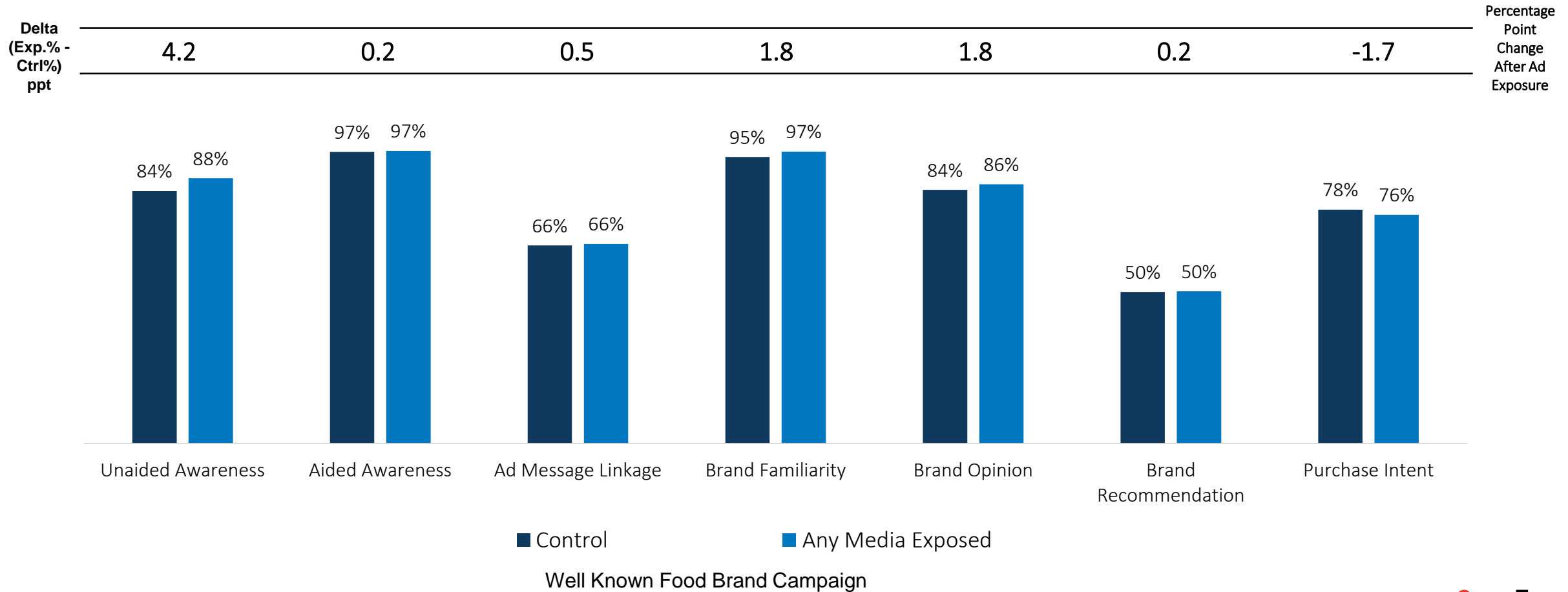
- Control and exposed groups were recruited simultaneously using Research Now panel
- Digital exposure was identified through cookie tracking of tagged media assets, TV exposure was identified through OTS questions in the survey



# CPG Food Brand - Key Findings

- ✓ TV exposure contributed to increased Brand Opinion and Purchase Intent while mobile drove Unaided (top of mind) Awareness
- ✓ Digital, both Desktop and Mobile Web, play a fundamental role in delivering campaign objectives. Campaign results are enhanced when digital is combined with traditional media
- ✓ Optimization analysis found that maximum impact from digital can be achieved by increasing average frequency of exposure from 3 to 6

# In Aggregate, the Campaign Impact on Key Brand Metrics Was Not Significant, Likely Reflecting Already High Existing Brand Awareness

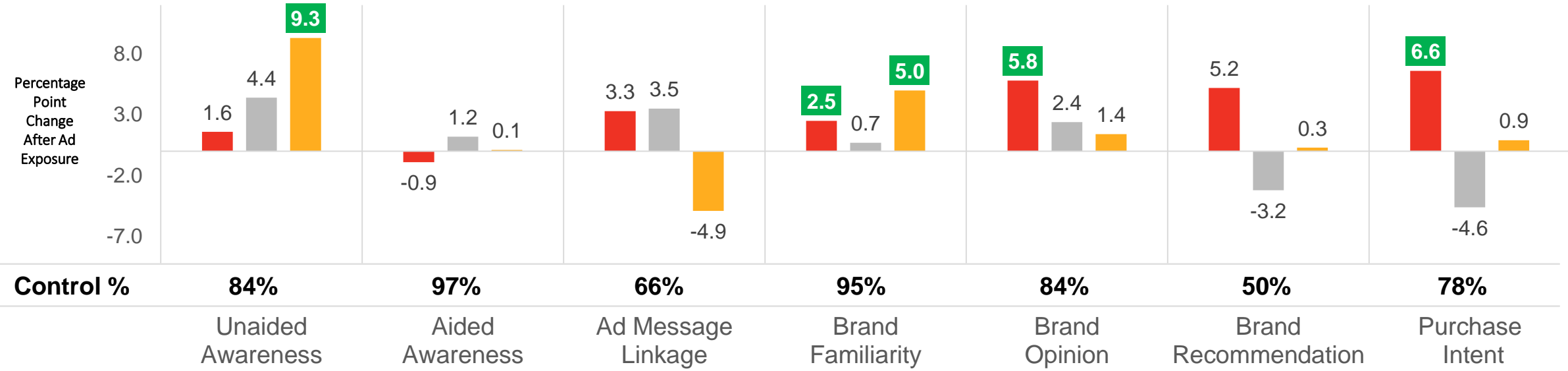


Any Media Exposed = Desktop or Mobile or TV

# However, There Was Some Impact at the Channel Level; TV Increased Brand Opinion and Purchase Intent While Mobile Drove Unaided Awareness and Brand Familiarity

## Impact by Media Channel – Any Exposure

■ Any TV Exposure    
 ■ Any Desktop Exposure    
 ■ Any Mobile Web Exposure  
*Tactics are NOT mutually exclusive*



Well Known Food Brand Campaign

# Digital Highlights: Mobile Ads Improve Unaided Awareness and Brand Familiarity

Impact of **Mobile Web Ads** on **Unaided Awareness** and **Brand Familiarity**:

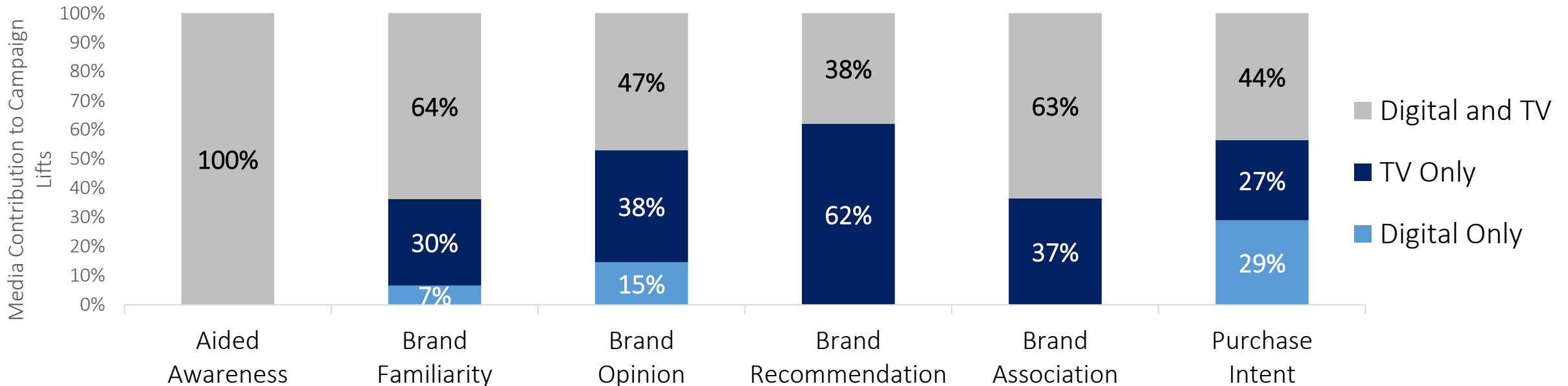


Well Known Food Brand Campaign

# Digital and TV Executed Simultaneously Drove the Most Impact for Awareness, Familiarity, Opinion and Intent

- Digital has strongest single-source impact on purchase intent
- Digital has strong impact, considering that ad campaigns typically spend more on traditional media

**Percent Contribution of Brand Metric Lift of TV and Total Digital**



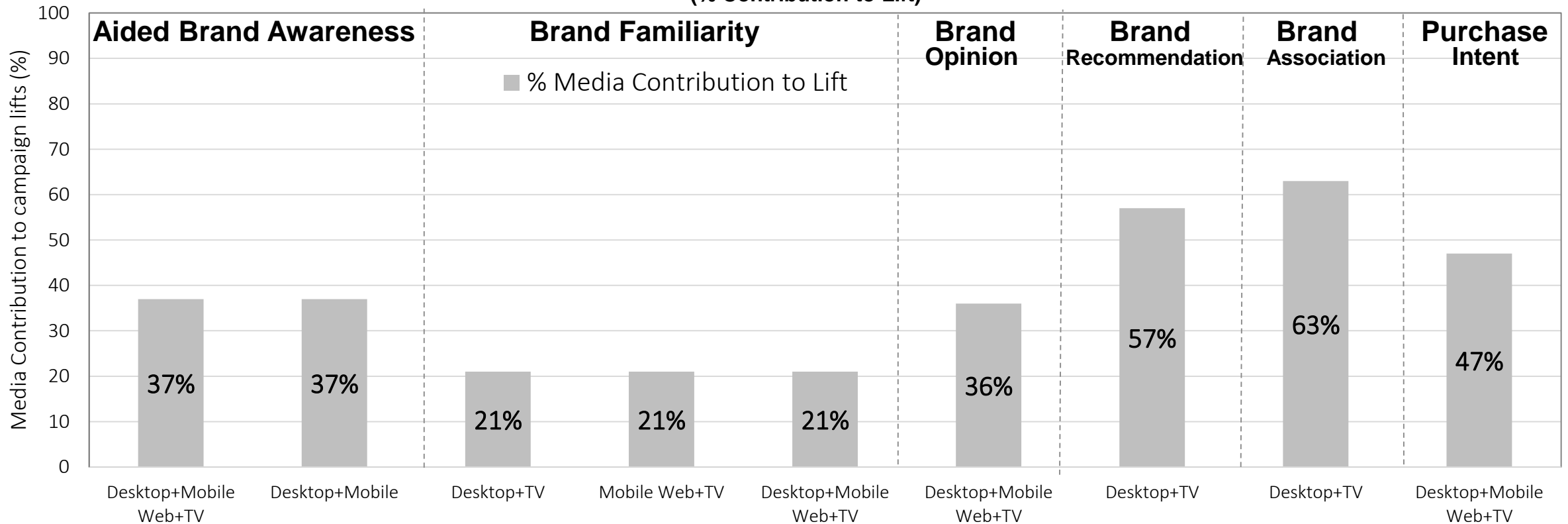
Attribution analysis quantified the role of individual media channels in generating lifts in brand metrics. Individual media channels include TV, Digital (Desktop and Mobile Web), and all possible combinations.

CPG - Well Known Food Brand Campaign

# Across Metrics, the Inclusion of Desktop and Mobile Ads in a Multimedia Campaign Contributes to Brand Lift

- No one channel alone was the largest driver; TV combined with a digital tactic is key

**Top Contributors to Campaign Lift by Media Combination**  
(% Contribution to Lift)

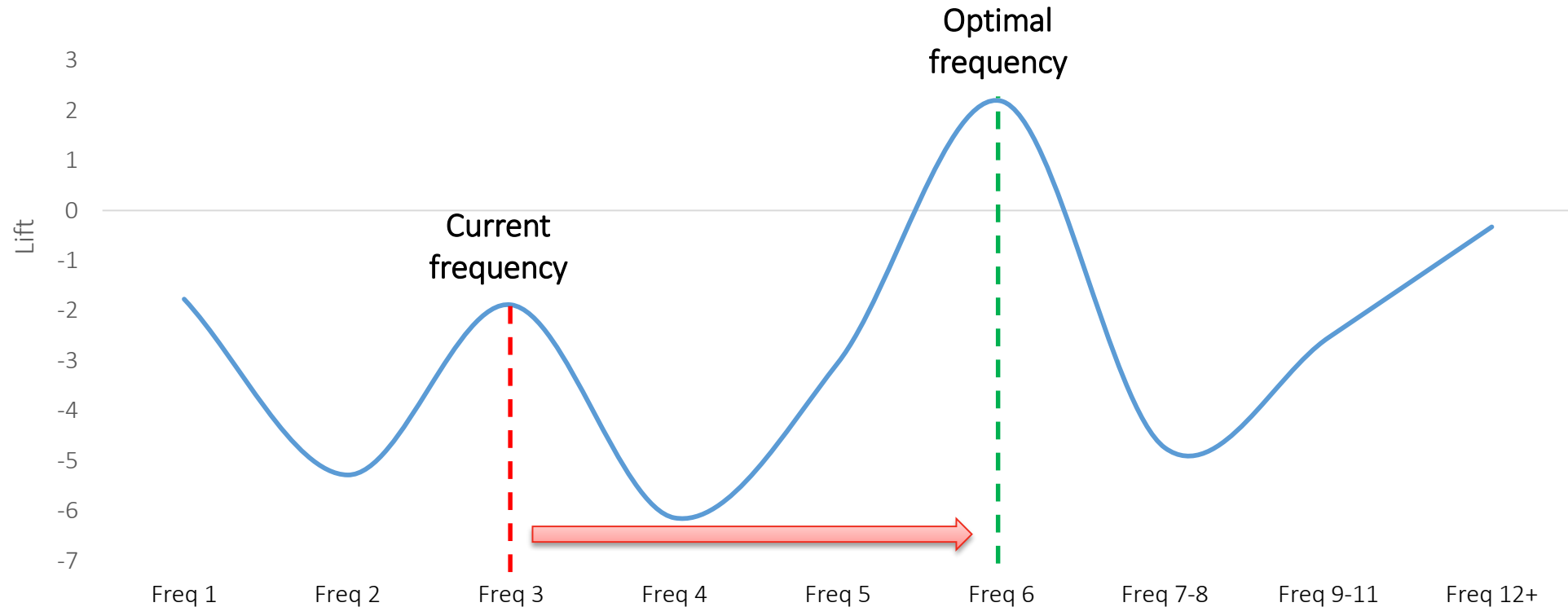


*Media combinations driving the most lift based on output of attribution model*

Well Known Food Brand Campaign

# The Model Shows Desktop Frequency can be Doubled to Achieve Maximum Brand Metric Impact

## Total Desktop Frequency



Non-parametric models were created to estimate linkage between frequency and lifts. A model was created for each of the brand metrics/perceptions; this is the average result  
Well Known Food Brand Campaign

*Note – Mobile frequency optimization showed that optimal and actual were about equal  
Average of key brand metrics (e.g. awareness, familiarity, favorability, consideration)*

## Cross-Media Campaigns

# Research Now Case Studies



# Case Study 1 – Major US Retailer

Digital media executed simultaneously with Radio and TV drove positive brand perception and intent to shop in the store

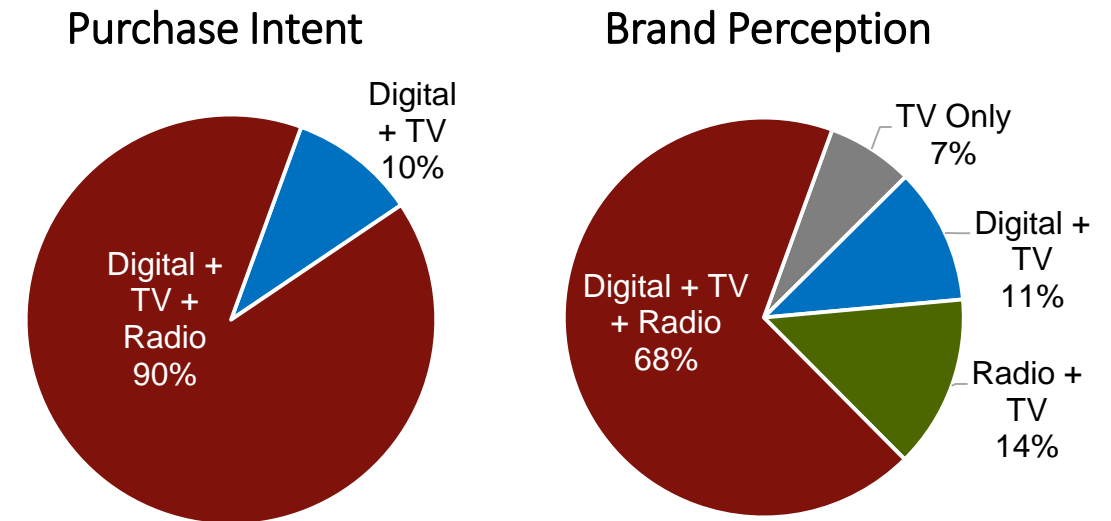
## Background

- A major US Retailer supported a key shopping season with a Digital, TV and Radio campaign
- Research Now executed a cross media ad effectiveness study with multi-touch attribution

## Research Findings

- Exposure to media on multiple channels was a key driver of Purchase Intent - no media executed alone drove significant brand lift
- The combination of Digital, TV and Radio was the primary driver of Purchase Intent and Brand Perception

## Media Contributions



Total Exposed n=2,250

# Case Study 2 – US Consumer Finance Product

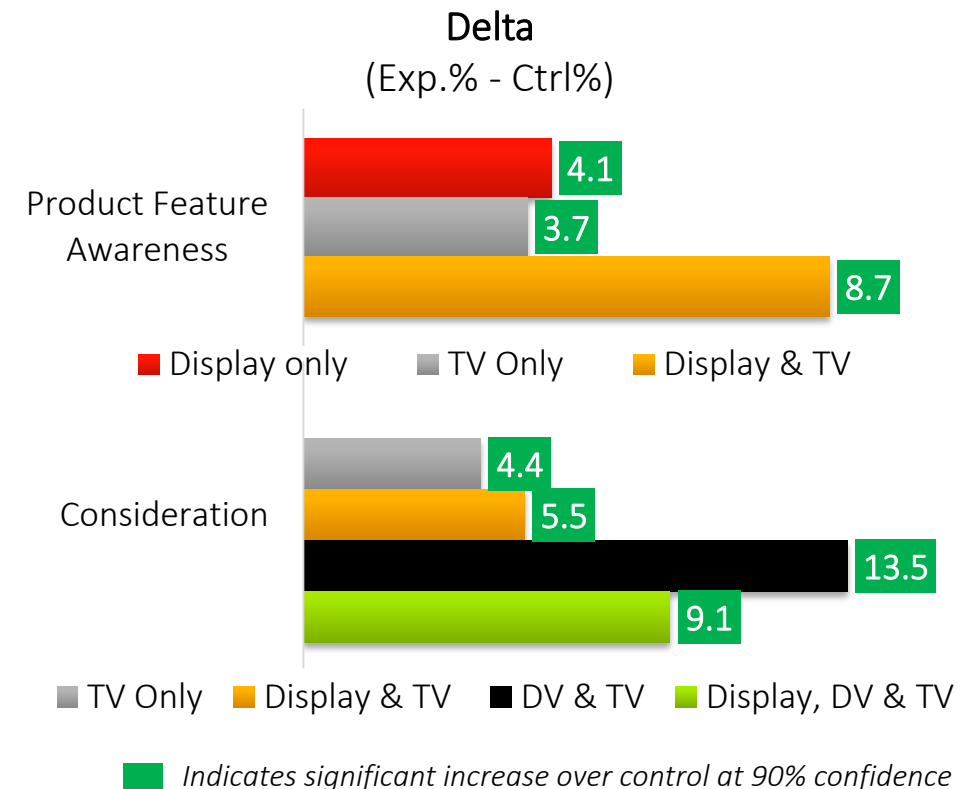
Display and Digital Video were both effective when combined with TV, but for different brand metrics

## Background

- A US Financial company executed a cross media campaign (Digital Display, Digital Video, TV, Print) to raise awareness and consideration for a new product
- Research Now executed a cross media ad effectiveness study

## Research Findings

- Display + TV exposure increased awareness of the key product feature most
- Both Digital Video or Display combined with TV was effective, but Digital Video + TV drove the largest increase



Total Exposed n=5,126

# Case Study 3 – International Media Brand Campaign

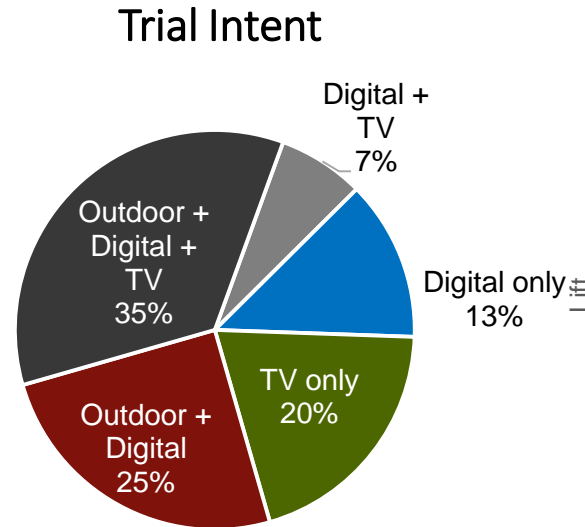
Digital in combination with Outdoor and/or TV were most influential

## Background

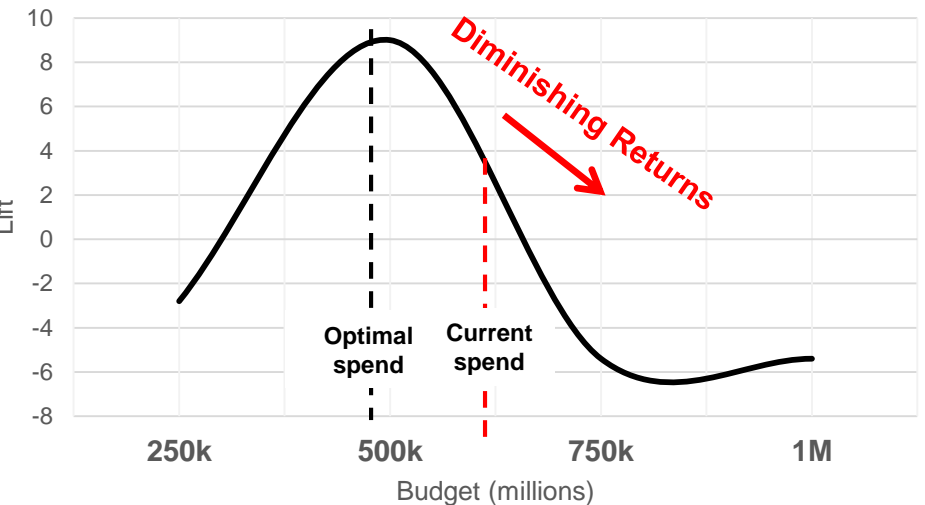
- A International Media Brand ran a cross media campaign (Digital, TV, Outdoor) to raise readership/paid subscription
- Research Now executed a cross media ad effectiveness study and attribution model to measure the impact

## Research Findings

- Digital media combined with Outdoor or Outdoor and TV were most influential
- Digital frequency optimization found that current spending was higher than optimal – a reduction of approximately \$100k was recommended



## Trial Intent Frequency Optimization



Total Exposed n=3,285

# Key Learnings Summary

- A media plan that includes digital executed simultaneously with traditional offline media consistently drives greater lift than traditional offline media alone
- Digital advertising alone is effective for some brand metrics; combined with other media it is a critical part of the mix and can be used to reinforce messages seen offline
- Within digital executions the details matter
  - Display and Video may both work in combination with offline media, but they can have an impact on different metrics
  - Desktop, Mobile and Mobile In-App are all effective drivers and a plan that includes all may be best. However, even one digital channel combined with offline media may be sufficient
- In most cases there is opportunity to optimize digital frequency – investment may be too high or too low to get the maximum effect. Digital optimization analysis can show the right frequency for influencing each brand metric



# Cross-Media Ad Effectiveness Study



Questions?

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