Meaningful Metrics For Measuring Digital Advertising

Viewpoints from the IAB's Research Advisory Group

Background

- The IAB want to encourage the industry to think carefully about how we judge the success of digital advertising campaigns.

- We need to stop using CTR's by default, as they can be damaging for branding campaigns. Instead, metrics should be matched to the campaign objective and KPI's of the ad campaign.

- The IAB's Research Advisory Group share their thoughts on meaningful metrics for measuring the success of digital advertising campaigns.

- This document shows viewpoints and opinions from the Research Advisory Group. It is not an exhaustive list. Always tailor your metrics to the campaign objectives!

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View Through Rate (VTR) to 10s

"Measuring video view through rates/completion rates can be a massive challenge on Social. Marketers are worried about video views being considered too short so counter by measuring completed views. There can be many issues with having a Completed View rate as a core KPI.

- It can be difficult to benchmark
    - How do you manage multiple video lengths? A completed view rate will be better for a 10" vs a 30" video

- Videos which have been viewed up to 90% are not included in your numbers/as a good performer despite most likely being able to take out the brand message

We equally have issues with a View through rate objective as it can be argued that 3 second video is not long enough to be counted as a view. This is where the metric VTR to 10" helps

- As you will be measuring the first 10 seconds of an ad you are able to benchmark no matter the video length

- Facebook/Twitter have also built up research that an audience generates the highest levels of brand lift all the way up to 10" at which point brand metrics plateau slightly

If possible try and measure to VTR to 10" on the platform"

Asad Khan, Digital Director, Carat

Attention

"Visual attention can be measured using eye-tracking technology and is a rapidly evolving area, which has exciting implications for media planning. We know from research that viewability rates are bad at predicting attention, and that the longer an ad's dwell time, the more likely it is to be looked at. This is of paramount importance, because visual attention on an ad is proven to drive brand metrics and conversion rates. The opportunity to optimise campaign delivery by the potential of a format and placement to drive visual attention is now becoming a reality, and can be used to significantly maximise campaign ROI."

Fran Cowan, CMO, Inskin Media

Time in View

"Measuring how long an Ad is in view and the total time a campaign was exposed to an audience for has to be a key metric for measuring a brand campaign. The longer you are exposed to a communication, the greater the likelihood to recall or be influenced by the brand. Attention is what all marketers crave and time is a metric that can be used not only for measuring digital success, but is also comparable across many other media platforms."

Hannah Bewley, Senior Measurement Manager, IAB

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Brand Favourability

"We all have brands we feel passionate about; whether you're a keen athlete who always wears the same trainer, a tech enthusiast who upgrades to the same brand of smartphone or a fashionista addicted to the same designer label. Passions often begin as an increase in favourability and, importantly for advertisers, often lead to recommendation. Favourability can be a proxy for loyalty and, ultimately, repeat purchase. Favourability is most often measured using a post campaign brand study."

George Hopkinson, Senior Research and Project Manager, IAB

Engagement

"Engagement in a quality environment is important to the success of an ad as the longer it is engaged with the greater the likelihood it will be noticed and recalled. Now imagine that ad is engaged with in an environment that is trusted, enjoyed by and is relatable to the audience? Not only will your audience spend more time engaging with your ad, but as the user chooses to spend their time within the environment, they're more likely to notice and trust the ad which is a very powerful combination."

Matt Rodriguez, Immediate Media

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Incrementality / CPA's

"Incrementality solves an old issue with CPAs that attribution can't address - what % of conversions were caused by marketing? Without that data point it's really impossible to say if a particular campaign is generating revenue for the client.."

Ezra Pierce, CEO, Avocet

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Thanks!

Download the Measurement Toolkit and find out about the IAB's 'Don't be a #Clickhead' campaign here:

www.iabuk.com/measurement