

VALIDATING DATA QUALITY IN DMPs

The Market Overview

The Polish online advertising market grew 14.6% in 2016, totalling 3.6 billion zloty (approx. 850 million euro) and outpacing the European average growth of 12.2%¹. A large driver of that growth is programmatic advertising.

87% of European advertisers report that they are doing programmatic advertising, primarily to more efficiently reach targeted audience at scale. However, advertisers cite data quality as their top concern and barrier to programmatic advertising, threatening its future growth².

The Challenge

Netsprint's mission is to translate technology and data into digital business. At the heart of its strategy is Netsprint Audience, a data management platform and Poland's largest data co-op which aggregates user behavior data from over 100,000 websites to enhance marketing campaigns.

Data needs to be of the highest quality to create accurate audience profiles. While Netsprint has their own proprietary methodology for assessing data quality, they also wanted additional verification from a trusted industry standard that would be neutral and independent.

The Solution

Netsprint turned to Nielsen Digital Ad Ratings to measure the audience they were reaching and verify the quality of the data they were getting from their data providers. Powered by the largest consumer data sets and the highest-quality panel in the world, Digital Ad Ratings provides transparent and actionable people-based audience measurement for digital advertising in a way that is comparable to TV ratings. It delivers overnight reporting of a campaign's reach, frequency, GRPs, impressions, and on-target percent (percentage of impressions actually delivered to the intended audience) across computers and mobile devices (smartphone and tablet, browser and in-app).

To test data quality, Netsprint created eleven different campaigns, with data coming from a different demographic data provider for each campaign. Each campaign tested reach against nine standard age/gender segments. Netsprint used Digital Ad Ratings to measure how accurately each campaign was delivered to each segment, and thus the quality of demographic data from each data provider.

SUMMARY

COMPANY

netsprint

Netsprint Audience, the largest data co-op in Poland

OBJECTIVE

Test the quality of data from their data providers

SOLUTION

Nielsen Digital Ad Ratings

MEDIA PLAN

Eleven display campaigns, each using demographic data from a different data provider aimed at the following age/gender segments:

Men	
Women	
Ages 13-17	Ages 45-54
Ages 18-24	Ages 55-64
Ages 25-34	Ages 65+
Ages 35-44	

RESULTS

On-target rates showed that majority of data providers performed at or above regional benchmarks

"As a company which focuses on data-driven marketing, we believe we are only as good as our data. Nielsen Digital Ad Ratings gives us the opportunity to constantly improve the quality of our algorithms, which has a direct and substantial impact on our business."

- Arthur Banach, CEO, Netsprint

¹ IAB Europe study: AdEx Benchmark 2016, May 2017, IAB Polska/PwC AdEx Full Year 2016 Online Advertising Revenue

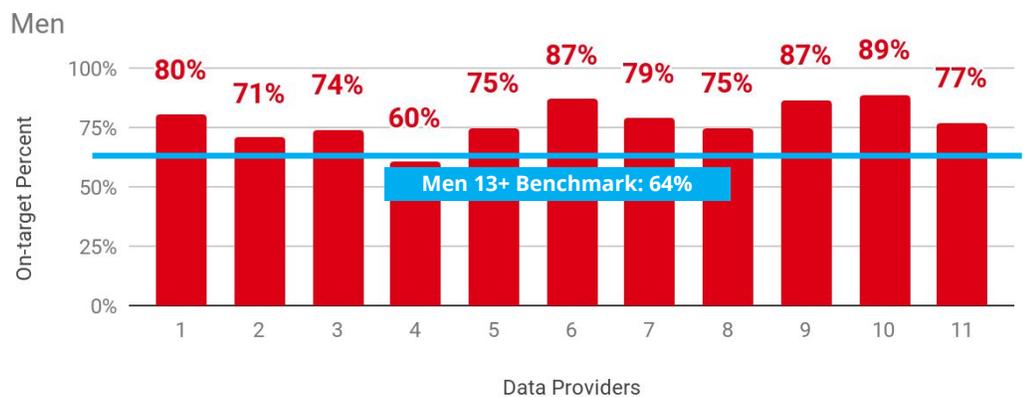
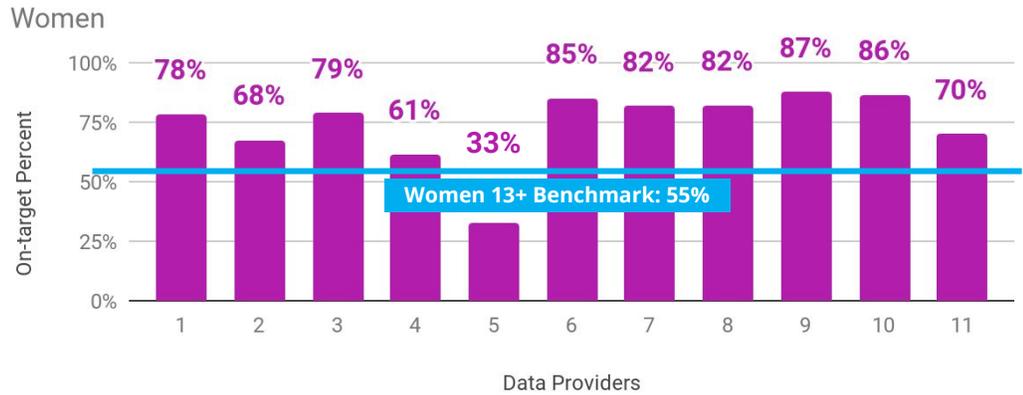
² IAB Europe Attitudes towards Programmatic Advertising Report June 2016

NIELSEN DIGITAL AD RATINGS CASE STUDY: VALIDATING DATA QUALITY IN DMPs

The Results

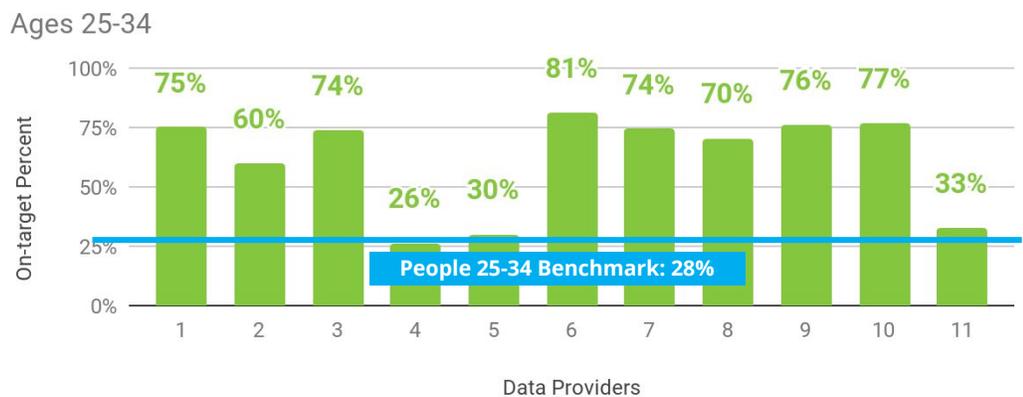
By using Digital Ad Ratings, Netsprint was able to measure exactly who they were reaching and validate the quality of their demographic data. Out of the eleven campaigns, all but two achieved on-target rates that either met or outperformed the European benchmark. Audience segments from eight of the eleven campaigns consistently achieved on-target rates that were twice as high (or more) than the benchmark.

Digital Ad Ratings delivers reach reporting overnight so marketers can see performance daily. This allowed Netsprint to identify a campaign that was performing particularly poorly. Netsprint was able to work with the data provider to uncover why - a technical error - and correct performance, all while the campaign was still running.



“Advertisers and agencies expect third-party measurement and data verification, especially in the programmatic environment. We are glad to be working with Nielsen to provide this industry-standard measurement, and plan to proactively run these tests on our own platform regularly.”
 - Martyna Matuszewska, Head of Netsprint DMP

Netsprint is the first data management platform in the Polish market to go the extra step of getting third-party verification of their audience segments, and plans to run this test on other data providers at least once a quarter. Netsprint also plans to use Digital Ad Ratings to check the accuracy of their predictive algorithms, and to identify the best working algorithm to go into their system.



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