



# NIELSEN DIGITAL AD RATINGS

BENCHMARKS AND FINDINGS THROUGH H2 2017

Sites that are also Nielsen Digital Ad Ratings data providers were not included in this report.

## ITALY

# INTRODUCTION

To evaluate the effectiveness and success of a digital advertising campaign, the focus needs to be on the audience the campaign was delivered to and not the devices. Media buyers and sellers require reliable **on-target percentage benchmarks** - or the percentage of impressions accurately delivered to the intended audience from the total number of campaign impressions. While it's possible to achieve high on-target rates, it is difficult to achieve a 100% on-target rate - essentially serving all impressions to the intended audience.

Available in 34 countries globally, **Nielsen Digital Ad Ratings** is the industry standard for audience-based digital media buying and selling. Leveraging our database of historical performance, the **Nielsen Digital Ad Ratings Benchmarks and Findings Report** provides a guide for individual campaign effectiveness compared to marketplace averages across total digital, desktop-only and mobile-only\* for these metrics as available:



Age and Gender Demographics



Advertiser Categories



Age Spans - age ranges covered by target audience

## HOW TO READ AND APPLY BENCHMARKS

P25-54 total digital on-target percent is 65%. This means that 65% of all impressions served to an intended audience of people aged 25-54 across all digital devices were actually delivered to people aged 25-54.

If a campaign with a P25-54 target audience has an on-target percent of 70%, then its performance is 5 points above the 65% benchmark for this demographic segment.

Age spans refers to the range of ages the target audience covers, and is organized into three groups:

Broad - more than 30 years (e.g. P18+)

Medium - 16 to 30 years (e.g. P25-54)

Narrow - less than 15 years (e.g. P18-34)





# ITALY ON-TARGET BENCHMARKS

## AGE AND GENDER BREAKS


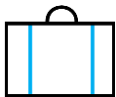
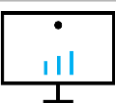




### AGE BRACKETS

0 15 25 35 45 55 65

| AGE BRACKETS | TOTAL DIGITAL |     |     | DESKTOP ONLY |     |     | MOBILE ONLY* |     |     |
|--------------|---------------|-----|-----|--------------|-----|-----|--------------|-----|-----|
|              | P             | M   | F   | P            | M   | F   | P            | M   | F   |
| 13+  -----   | 98%           | 67% | 55% | 5%           | 68% | 51% | 99%          | 62% | 68% |
| 13  ----- 24 | 28%           | -   | 23% | 28%          | -   | 21% | 28%          | -   | 25% |
| 13  ----- 34 | 56%           | -   | 36% | 57%          | -   | 35% | -            | -   | 38% |
| 13  ----- 44 | 59%           | -   | -   | 53%          | -   | -   | 65%          | -   | -   |
| 18+  -----   | 89%           | 70% | 62% | 89%          | 73% | 67% | 94%          | 62% | 58% |
| 18  ----- 24 | 32%           | -   | -   | 28%          | -   | -   | 36%          | -   | -   |
| 18  ----- 34 | 43%           | 29% | 27% | 42%          | 31% | 25% | 47%          | 26% | 30% |
| 18  ----- 44 | 58%           | 47% | 37% | 57%          | 50% | 31% | 62%          | 39% | 43% |
| 18  ----- 54 | 75%           | 50% | 53% | 70%          | 50% | 46% | 82%          | -   | 61% |
| 25+  -----   | 84%           | -   | 50% | 85%          | -   | 49% | 82%          | -   | 56% |
| 25  ----- 34 | 31%           | -   | 21% | 32%          | -   | 18% | 25%          | -   | 24% |
| 25  ----- 44 | 47%           | 31% | 27% | 46%          | 34% | 24% | 48%          | 26% | 31% |
| 25  ----- 54 | 65%           | 45% | 39% | 63%          | 46% | 35% | 67%          | 37% | 47% |
| 25  ----- 64 | 76%           | 53% | 60% | 76%          | 55% | 54% | 76%          | 44% | 62% |
| 35+  -----   | 73%           | -   | -   | 74%          | -   | -   | 69%          | -   | -   |
| 35  ----- 44 | 40%           | -   | -   | 36%          | -   | -   | 42%          | -   | -   |
| 35  ----- 54 | 47%           | -   | 36% | 48%          | -   | 35% | 47%          | -   | 41% |
| 35  ----- 64 | 61%           | -   | 29% | 61%          | -   | 28% | 62%          | -   | -   |



# ITALY ON-TARGET BENCHMARKS

| ADVERTISER CATEGORY   |                              | TOTAL DIGITAL | DESKTOP ONLY | MOBILE ONLY* |
|---|------------------------------|---------------|--------------|--------------|
|    | AUTOMOTIVE                   | 67%           | 59%          | 73%          |
|    | BUSINESS & CONSUMER SERVICES | 76%           | 64%          | 84%          |
|    | COMPUTERS & ELECTRONICS      | 39%           | 34%          | 44%          |
|    | CONSUMER PACKAGED GOODS      | 45%           | 43%          | 47%          |
|   | ENTERTAINMENT                | 57%           | 34%          | 43%          |
|  | FINANCIAL SERVICES           | 72%           | 76%          | 56%          |
|  | SHOPPING/ RETAIL             | 42%           | 41%          | 44%          |

## AGE SPANS (target size) – PEOPLE VS MALE-ONLY OR FEMALE-ONLY

|                    | TOTAL DIGITAL |        | DESKTOP ONLY |        | MOBILE ONLY* |        |
|--------------------|---------------|--------|--------------|--------|--------------|--------|
|                    | P             | M or F | P            | M or F | P            | M or F |
| Broad >30 years    | 82%           | 53%    | 75%          | 50%    | 89%          | 58%    |
| Medium 16-30 years | 57%           | 34%    | 54%          | 32%    | 59%          | 38%    |
| Narrow ≤15 years   | 32%           | 25%    | 30%          | 24%    | 34%          | 28%    |

# APPENDIX

## METHODOLOGY

This report assessed Nielsen Digital Ad Ratings campaign data from ITALY through December 2017, where the minimum number of site observations was at least 30.

A site observation is defined as the performance of one site with at least 5,000 impressions with the specified demographic as the intended audience. With sample sizes exceeding 30 site observations, stable benchmarks can be reasonably expected.

Site observations from sites that are also Nielsen Digital Ad Ratings data providers were not included in this report.

The average on-target percent is the number of impressions that was delivered to the intended demographic divided by the number of total impressions in the campaign. The on-target percent is calculated by weighting each campaign by the number of impressions it contained within each category or demographic. We used weighted data, which allows site observations with higher impression counts to have a higher contribution to the final benchmarks. This provides a more statistically sound representation of average campaign performance. Unmeasurable impressions and untargeted campaigns have been excluded from calculations to provide more accurate benchmarks.

Benchmarks are calculated using all available historical campaign data that meet the above criteria. Male-only and female-only benchmarks are calculated using data from historical campaigns where the intended audience is male-only or female-only. People benchmarks are calculated using data from historical campaigns where the intended audience is male and female (i.e. no gender target). Historical data from campaigns intended for both males and females (people) are not used for male-only and female-only benchmarks, and vice versa.

Blank cells are data points that did not meet the minimum site observation requirement. In certain cases, demographic breaks are excluded from charts due to a lack of available data points.



MINIMUM SIZE OF SITE  
OBSERVATIONS TO  
PUBLISH A STABLE  
BENCHMARKS FOR A  
SINGLE AGE SPAN

2,500

CAMPAIGNS ANALIZED IN  
ITALY THOROUGH  
DECEMBER 2017

## ABOUT NIELSEN DIGITAL AD RATINGS

Nielsen Digital Ad Ratings delivers transparent and actionable audience measurement for digital advertising campaigns. Digital Ad Ratings provides overnight reporting of a campaign's reach, frequency, GRPs, impressions, and on-target percentage across digital devices in a way that is comparable to Nielsen TV Ratings.

For more information, visit [www.nielsen.com/digitaladratings](http://www.nielsen.com/digitaladratings).

## ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population.

For more information, visit [www.nielsen.com](http://www.nielsen.com).





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