

NIELSEN DIGITAL AD RATINGS



MAXIMISING ONLINE AUDIENCE REACH THROUGH IN-FLIGHT OPTIMISATION

THE MARKET

In 2017, the Greek digital advertising market was worth approximately €141M¹, with almost 73% of the population using either desktops, mobile devices or tablets to access the internet.

For digital marketers to consider increasing budget to digital in this emerging market, trust and transparency are key. Developing symbiotic relationships between agencies and publishers are critical to help advertisers navigate this new media landscape. Clear approaches for building brand awareness and maximising expenditure through digital channels are critical in the Greek market.

THE BRIEF

Phaistos Networks was approached by agency Tempo OMD to help manage the latest online campaign for advertiser Papadopoulos' Caprice biscuit brand. The brief was simple: to optimise online reach for a new campaign running in April 2018 compared against reach for a campaign that ran in November 2017. The barometer of success would be overall reach and not target audiences.

THE APPROACH

Focused on increasing on-target reach to the client's intended audience, Phaistos Networks worked closely with Tempo OMD to review outcomes from an earlier November campaign. Tempo OMD identify the right mix of websites and social media platforms to maximise exposure for this new online campaign.

Phaistos Networks' confidence in Digital Ad Ratings had already led them to integrate the solution with their own ADMAN ad serving platform. This dynamic duo was seen as the perfect way to support the advertiser's core objectives of understanding reach percentages and achieving campaign optimisation.

With the flexibility to reallocate budget across select platforms, Tempo OMD used Digital Ad Ratings' overnight reporting to identify optimisation opportunities. Digital Ad Ratings' dynamic report suite provides insights into campaign reach as well as the on-target percentage of impressions actually delivered to intended audiences across computers and mobile devices, by browser and Nielsen certified in-apps.

CLIENT: Phaistos Networks is a leading R&D company providing digital advertising products and services, and involved in measuring more than 50% of Greece's online campaigns.

OBJECTIVE: Collaborate with agency Tempo OMD to maximise a broad campaign plan to improve reach percentage for advertiser, Papadopoulos.

CAMPAIGN SNAPSHOT

Product: Caprice "Let's Connect"
Audience: People 13-44
Placement: Display and Video ads across premium sites and social platforms

SOLUTION: Nielsen Digital Ad Ratings

Digital Ad Ratings gave us the opportunity to further boost efficiencies for the Caprice campaign, along with a more effective approach to the target audience.

*Elias Taraboulous
Client Service & Accountability Director
Tempo OMD Hellas*

¹ IAB Europe: AdEx Benchmark Study 2017, May 2018 | ² Aged 15-64 living in metropolitan, urban and semi-urban areas - MRB Hellas S.A., "TGI Greece, April 2016-March 2017," 2017

MAXIMISING ONLINE AUDIENCE REACH WITH DIGITAL AD RATINGS

THE OUTCOMES

The effectiveness of ADMAN's placements paired with the valuable insights of Digital Ad Ratings ensured that the client's campaign needs and expectations were thoroughly met.

During the April campaign, Tempo OMD successfully used Digital Ad Ratings to optimise overall reach including: in-flight reallocations to higher performing platforms helped boost mobile placement impressions on youth sites; and changing the target audience objectives on the Google Display Network also made significant contributions to achieving higher overall reach (*Graph A*).

On Target % was also positively impacted with an uplift from 69.47% at the start of the April campaign to 73.82% at the campaign's end.

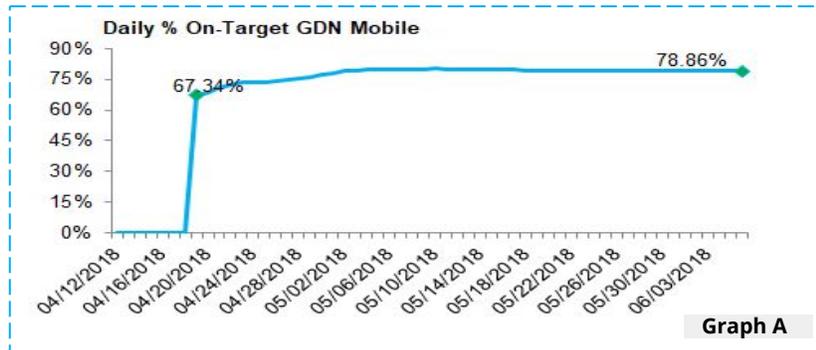
Audience reach P13-44 for the April campaign achieved 59%, which was an impressive 34.4 percentage points higher than the November campaign.

On-target reach comparisons against the European Digital Ad Ratings Benchmarks and Findings Report 2H 2017³ provide some noteworthy highlights:

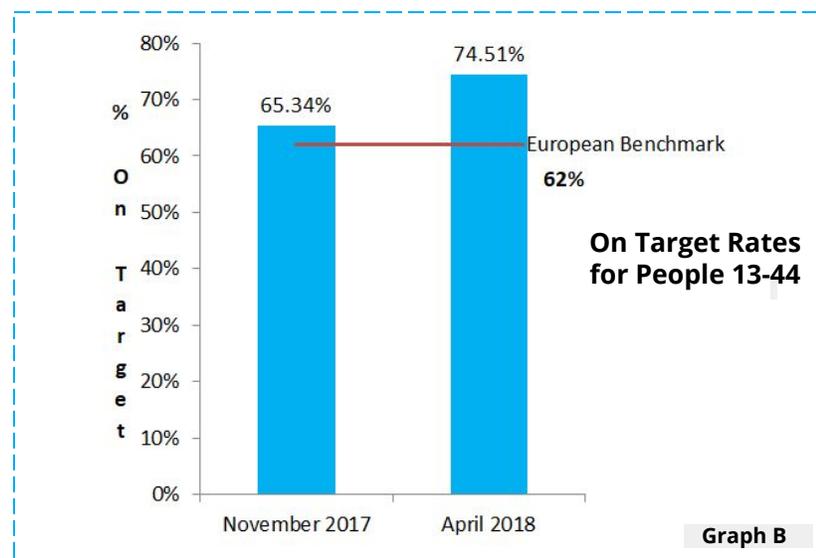
- Impressions served to P13-44 reached an on-target percentage of 74.51%, which was 12 percentage points higher than the European advertiser benchmark of 62% (*Graph B*)
- P13-44 (mobile only) achieved an on-target rate of 78.9%, which was 7.9 percentage points above the European benchmark of 71% (mobile only)

Powered by the largest consumer data sets, panels and surveys, Nielsen Digital Ad Ratings provides transparent and actionable people-based audience measurement for digital advertising in a way that is comparable to television audience measurement.

³ Nielsen Digital Ad Ratings European Benchmarks 2H 2017 without data providers



Graph A



Graph B

HOW EACH GROUP BENEFITED

Papadopoulos (Advertiser)

Digital Ad Ratings provides metrics consistent to TV audience measurement, making it easier for advertisers to interpret and understand digital advertising data.

Tempo OMD (Agency)

Using Digital Ad Ratings as a reach optimisation and planning tool allows agencies to translate ad server data into language with which clients are more familiar and comfortable.

Phaistos Networks (AdTech Vendor/Provider)

Combining Digital Ad Ratings with proprietary solutions delivers a competitive edge and inventory value-add.

TO LEARN MORE ABOUT HOW NIELSEN DIGITAL AD RATINGS CAN HELP YOU MEET YOUR DIGITAL ADVERTISING OBJECTIVES, PLEASE CONTACT YOUR LOCAL NIELSEN TEAM