



# Market Research meets Big Data

Maximising Media ROI for Advertiser

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March 2017



**ID DRIVEN &  
EVIDENCE LED**

**THE X  
THAT CHANGES  
YOUR WORLD**

**X**CROSS

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H  
E  
**CHALLENGE**  
Connect TV & Digital

**Unique cross-media execution system**

**Optimisation of reach & frequency**

**Cross-media reporting**

# WHY X-CROSS?

More Efficiency and Effectiveness = Higher ROI

## Objective 1: Tactic

Maximising net reach and optimisation of contacts and frequency across TV and Online

## Objective 2: Strategy

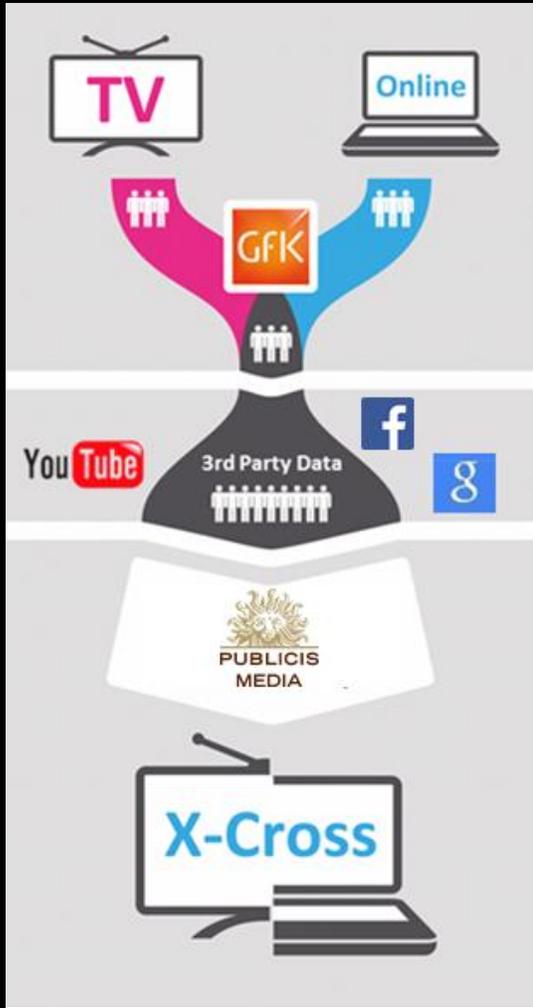
New and unique opportunities for story telling across TV and Online with regards to the customer journey

Idea: Combination of TV & Online, scalable and automatic campaign attribution system

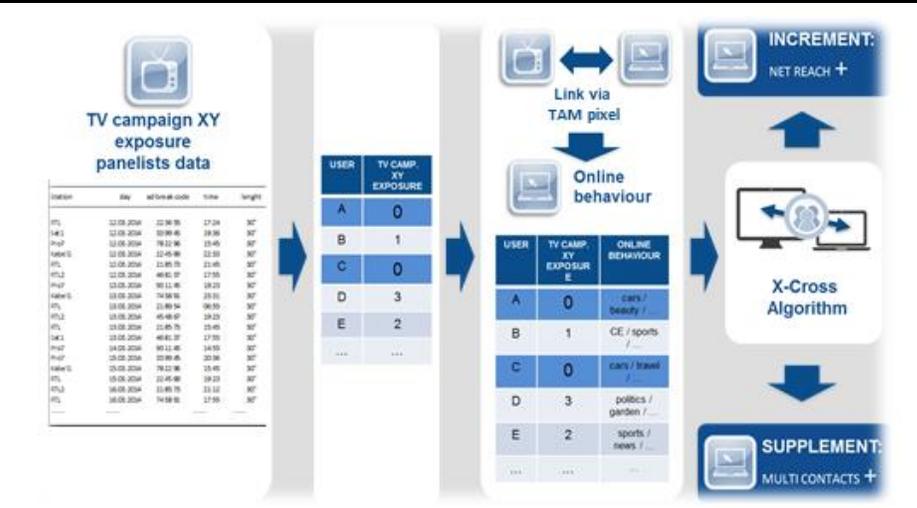
Challenge: Advertisement on all screens and integration of planning, execution and reporting

Situation: Change of media behavior, multi screen is daily routine for consumer

# X-CROSS – Revolution in TV & Online attribution

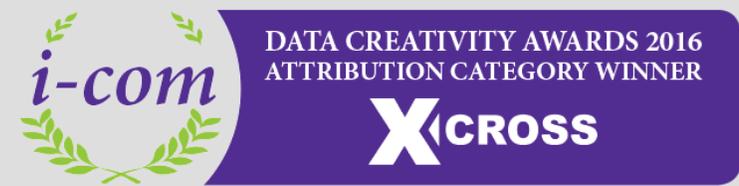


- Identification of TV campaign contacts and online behavior within GfK Crossmedia Link Panel (GLX), TV and Online single source measurement.
  - Cookie tracking within GfK GXL and matching to full cookie database.
  - Analysis of best prediction factors for TV ad contact probability.
- Syndicated data modelling by using best in class attribution modelling and extrapolation.
- Implementation of TV ad contact probabilities within the ad server.
  - Campaign execution based on strategic and tactical objectives.
  - Additional combination with other targeting criteria
  - Automatic and scalable optimization of media plan
  - Innovative, valid and reliable ex-post reporting system by combining all data by a unique statistical process



### Data Sources:

- AGF TV channel & campaign data
- AGOF Online publisher data
- GfK GXL Single source TV & Online data
- Nielsen DAR Online campaign data
- Research Now Demo & ad effect data



# RaboDirect



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X-Cross Incremental & Multiply Approach

Client: bank

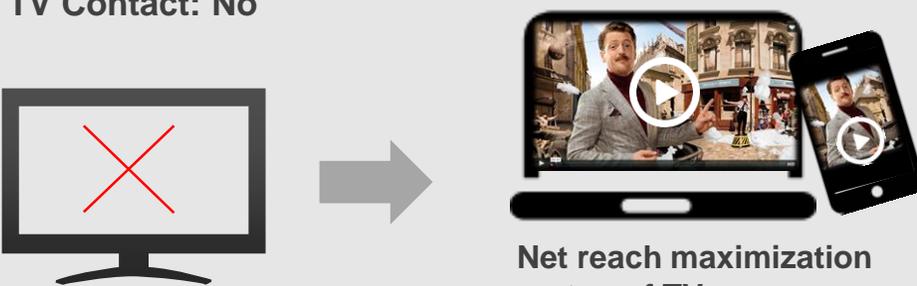
Campaign period:

December 2016 to January 2017

# Campaign Objectives & Overview

## 1 Incremental Strategy

**TV Contact: No**



**Non-TV Viewer A 30-59**

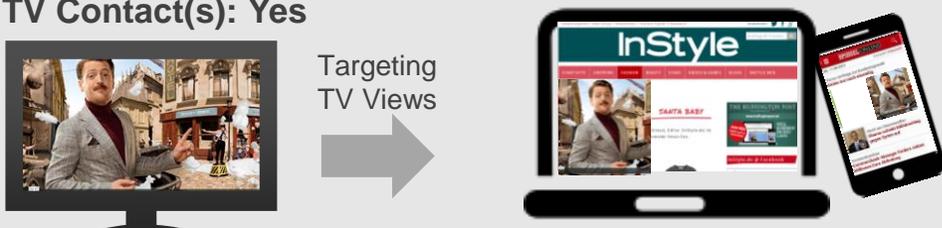
**OLV**

**Net reach maximization on top of TV**

	TV	OV
Target Group	E30-59	M30-59
Time Period	02.12.16 – 15.01.17	07.12. – 15.01.17
GRPs/AIS	559	9,20 Mio.
Budget k€ (n/n)	1.758	220

## 2 Multiplying Strategy

**TV Contact(s): Yes**



**TV Viewer A 30-59**

**Targeting TV Views**

**Big-sized Display**

	Display
TG	M30-59
Period	02.01. – 31.01.17
GRPs/AIS	12,2 Mio.
Budget k€ (n/n)	115

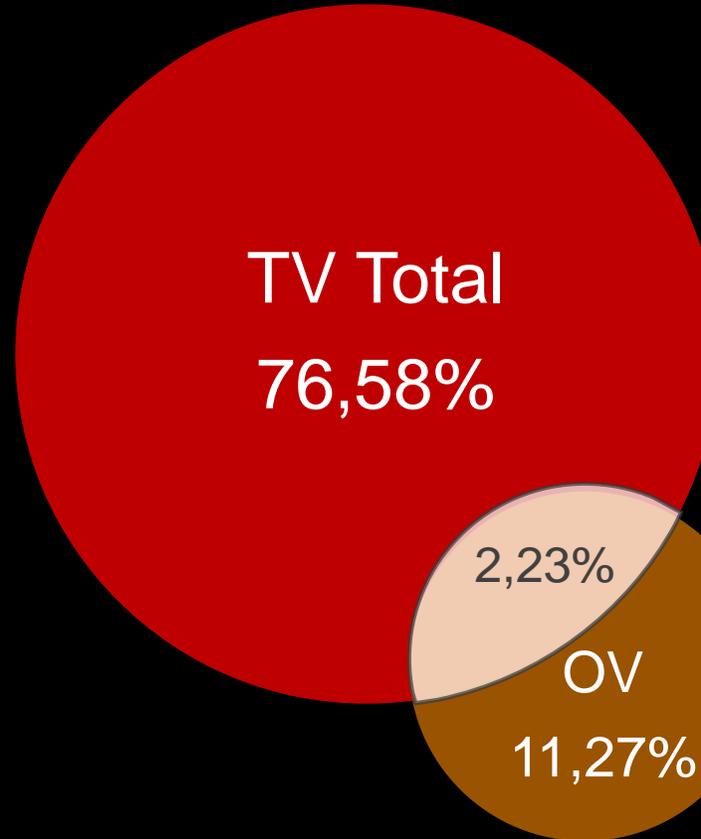
59

# Crossmedia Reach for Incremental Approach

Calculation of reach per media channel on the basis of the GfK overlaps

Audience:  
Men 30-59

	Net reach	Contacts
TV	12.206.698	89.047.561
Online	1.850.319	4.572.940
TV+OV	365.769	3.572.253



Overall reach:  
**87,85%**

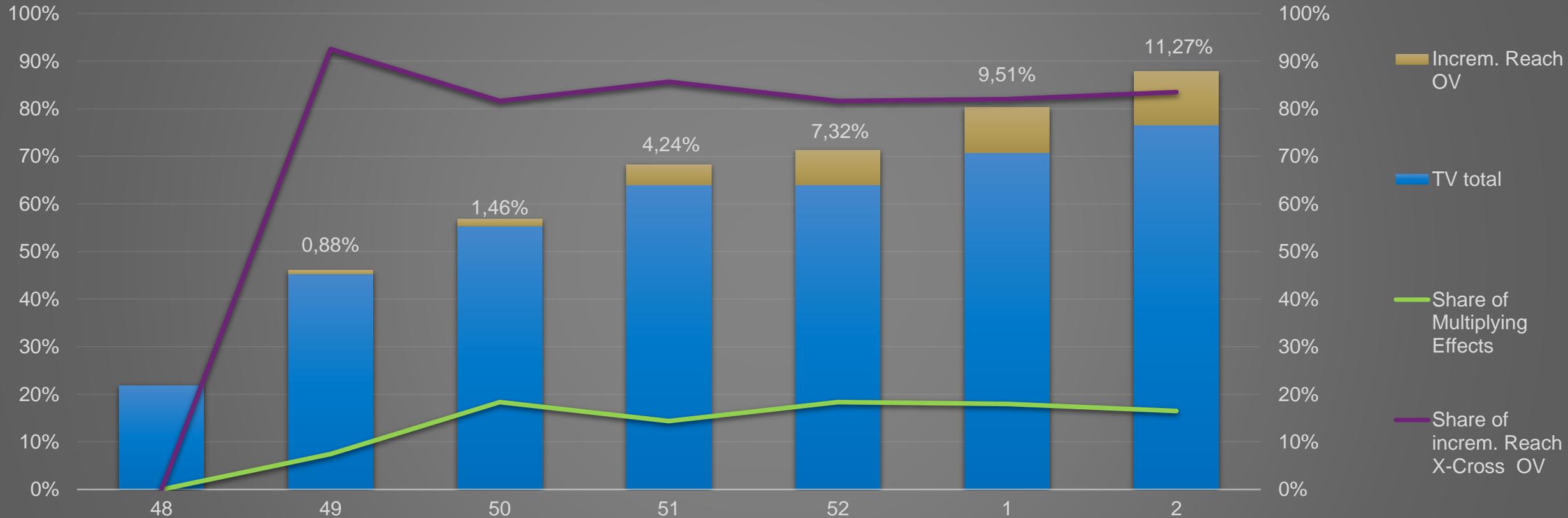
X-Cross generated 11,27 PP incremental net reach on top of TV

# Crossmedia Reach Curve

Reach build-up for TV and Online Video per calendar week

More than 83% of Online Video Users have incremental contacts over the course of time!

Audience:  
Men 30-59

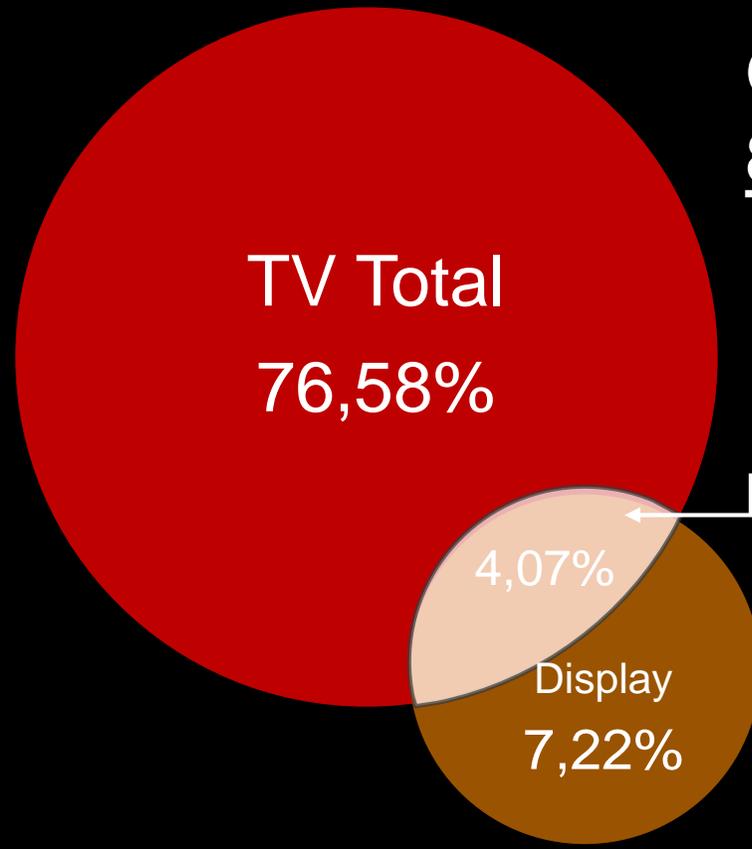


# Crossmedia Reach for Multiplying Approach

Calculation of reach per media channel on the basis of the GfK overlaps

Audience:  
Men 30-59

	Net reach	Contacts
TV	11.905.087	86.847.319
Online	1.185.829	3.388.148
TV+Display	667.380	6.775.357



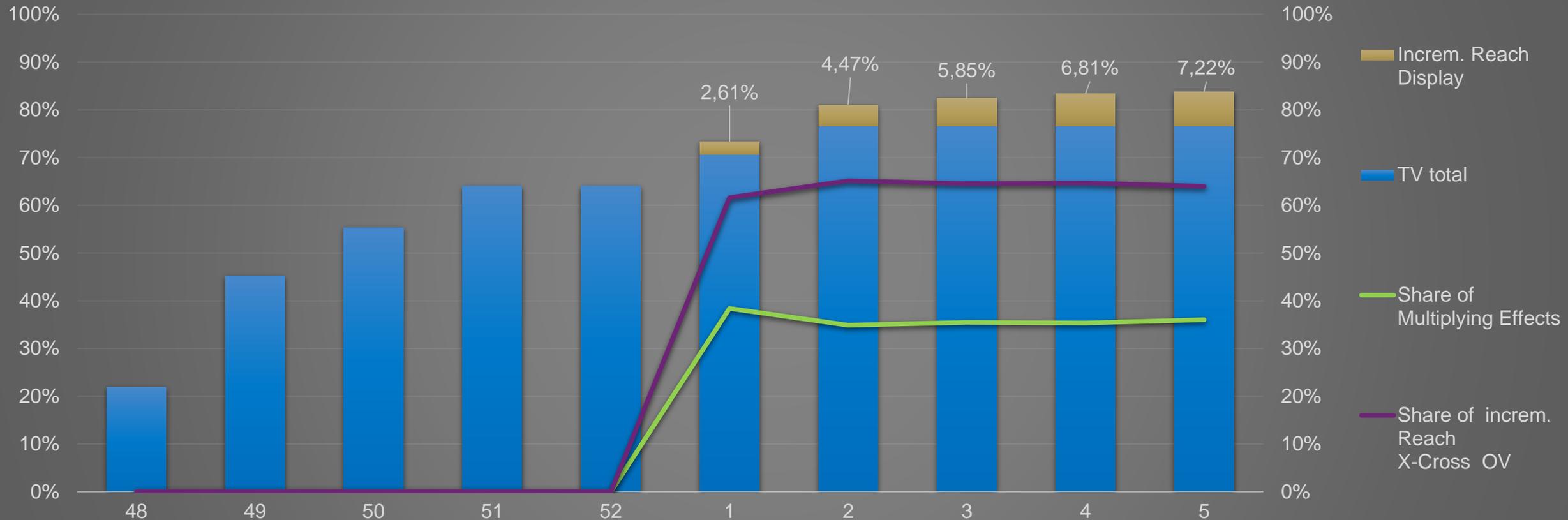
Overall reach:  
**83,81%**

**X-Cross increased 4,07 PP reach in CC 2+**

# Crossmedia Reach Curve

Reach build-up for TV and Online Video per calendar week  
 Overview of multiplying effects within first 5 weeks of 2017.

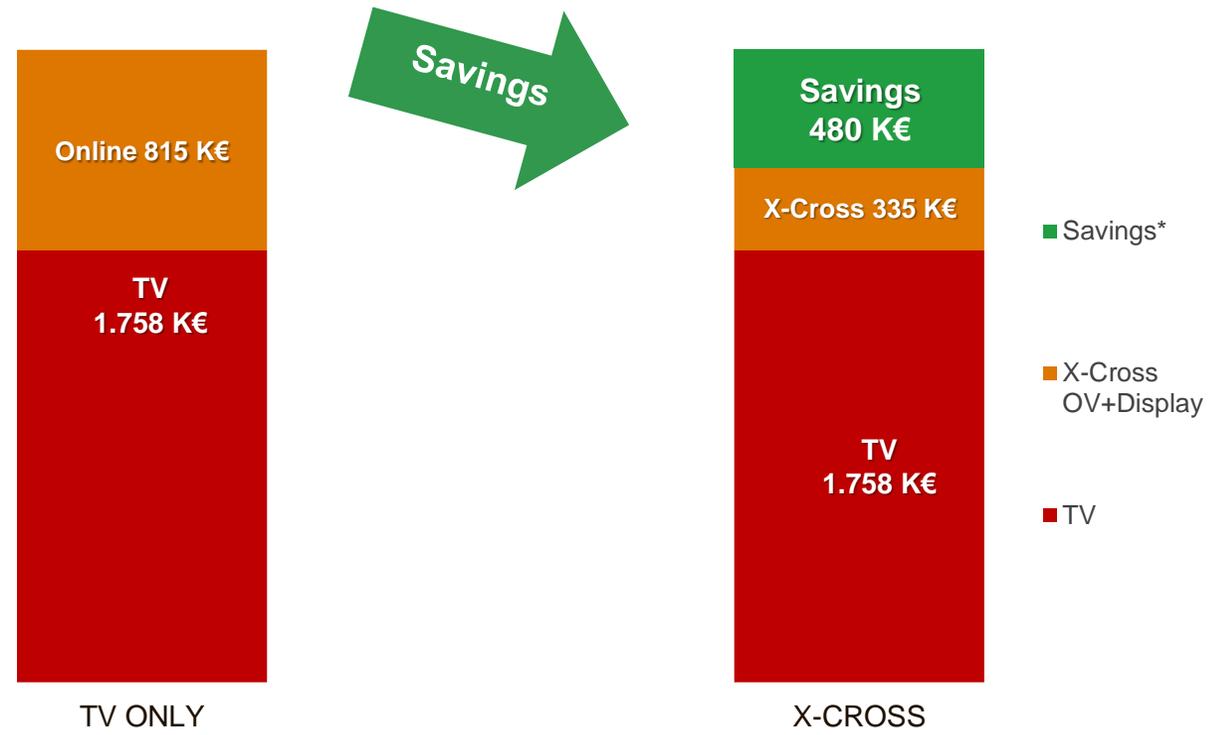
Audience:  
 Men 30-59



# Result for RaboDirect

## X-Cross Efficiency

Efficiency increase of more than 0.48 Mio. € compared to a normal TV and Online campaign



\*Efficiency calculation based on additional 11,3 pp incremental net reach in the OLV campaign and 4,1 pp in CC2+ within display campaign

# Executive Summary

## Incremental Approach:

- ✓ X-Cross achieved outstanding performance with **11,3 PP incremental net reach**, which is **400%** better than Random Duplication (without X-Cross optimisation)!
- ✓ We boosted the total video net reach 1+ (TV+OLV) to **88%**!

## Multiply Approach:

- ✓ X-Cross successfully targeted TV viewers and pushed the display messages to optimize the conversion.
- ✓ X-Cross could generate extra **4,1%** net reach in CC 2+.

## Media Efficiency:

- ✓ Substantial cost savings through efficient cross-media optimization: 11,3 pp incremental net reach and 4,1 pp net reach uplift in CC 2+ are equivalent to **ca. 0,48 mill € monetary benefit** compared to normal booked TV and Online campaigns.



X-CROSS BUDGET  
**335 K€ N/N**



X-CROSS NET REACH 1+  
 UPLIFT  
**+ 11,3 PP**



INCREASE OF REACH IN CC 2+  
**+ 4,1 PP**



MONETARY BENEFIT TOTAL  
**0.48 MIO € N/N**

Source: AGF, Nielsen Digital Ad Ratings, GfK Crossmedia Link Panel, Research Now 2017

# CosmosDirekt



CosmosDirekt.

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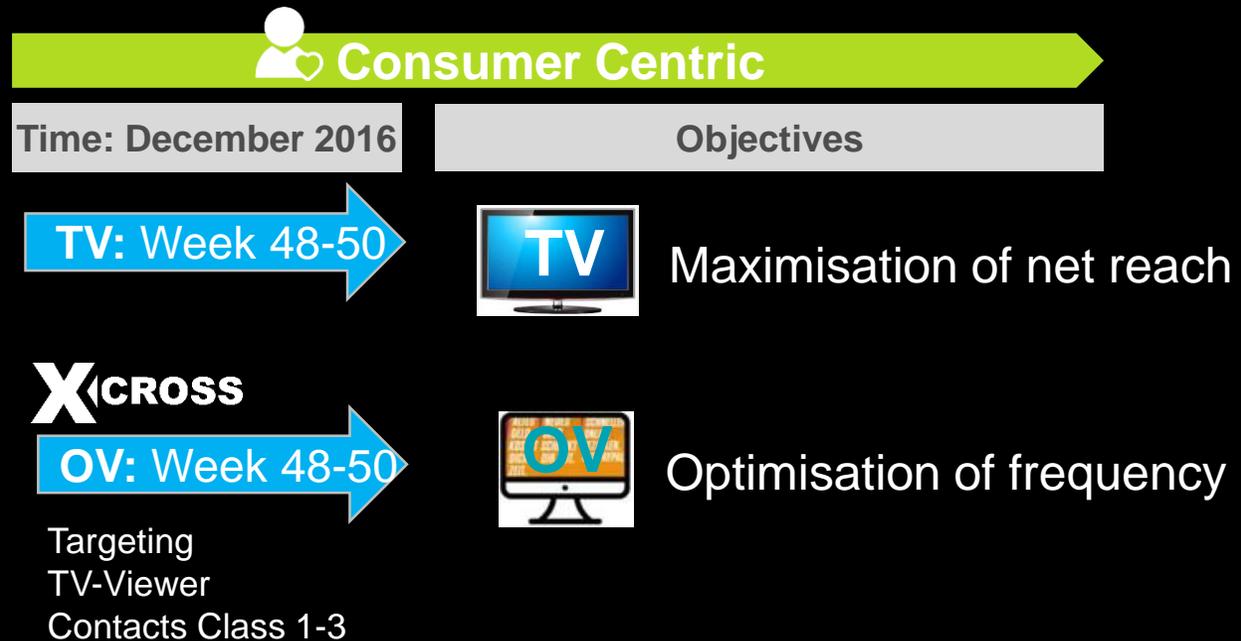
X-Cross Multiply Approach

Client: insurance company

Campaign period:

December 2016

# Campaign Objectives and Overview



	TV*	OV
Target group	E 20-49 Income 2500+	E 20-49 Income 2500+
Campaign period	01.12.- 18.12.2016 + 25.12.- 31.12.2016	01.12.- 31.12.2016
GRPs/AIS	388	21,46 Mio.
Budget Share	91%	9%

Media implication:

Extension of CosmosDirekt TV campaign by maximisation impact with online video

- ⇒ Increase net reach within contact class 4-6
- ⇒ Incremental reach within contact class 1+
- ⇒ Including Facebook within online video plan and identify Facebook media impact

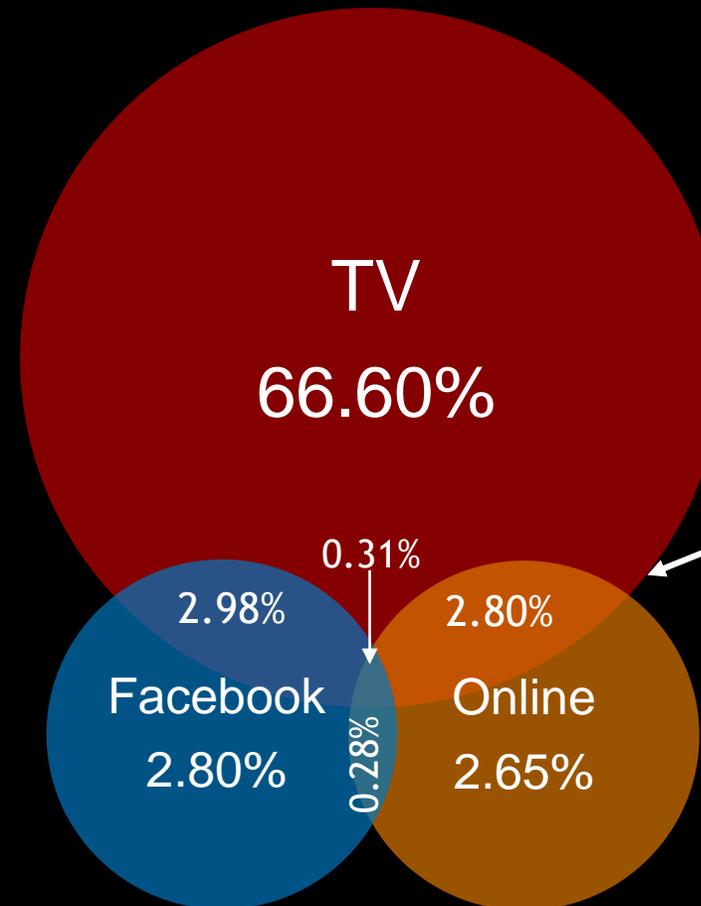
# Crossmedia Reach for Multiply Approach

Calculation of reach per media channel on the basis of the GfK overlaps

Target group: 20-49

Total Video Reach:  
**78,42%**

	Net reach	Contacts
TV	19.308.628	124.845.609
Facebook	810.814	3.800.262
OV X-Cross	768.135	2.056.633
TV+FB	865.050	9.678.940
FB+OV	82.031	604.107
TV+OV	812.849	7.461.420
TV+FB+OV	89.488	1.240.868



Overall reach:  
**78,42%**

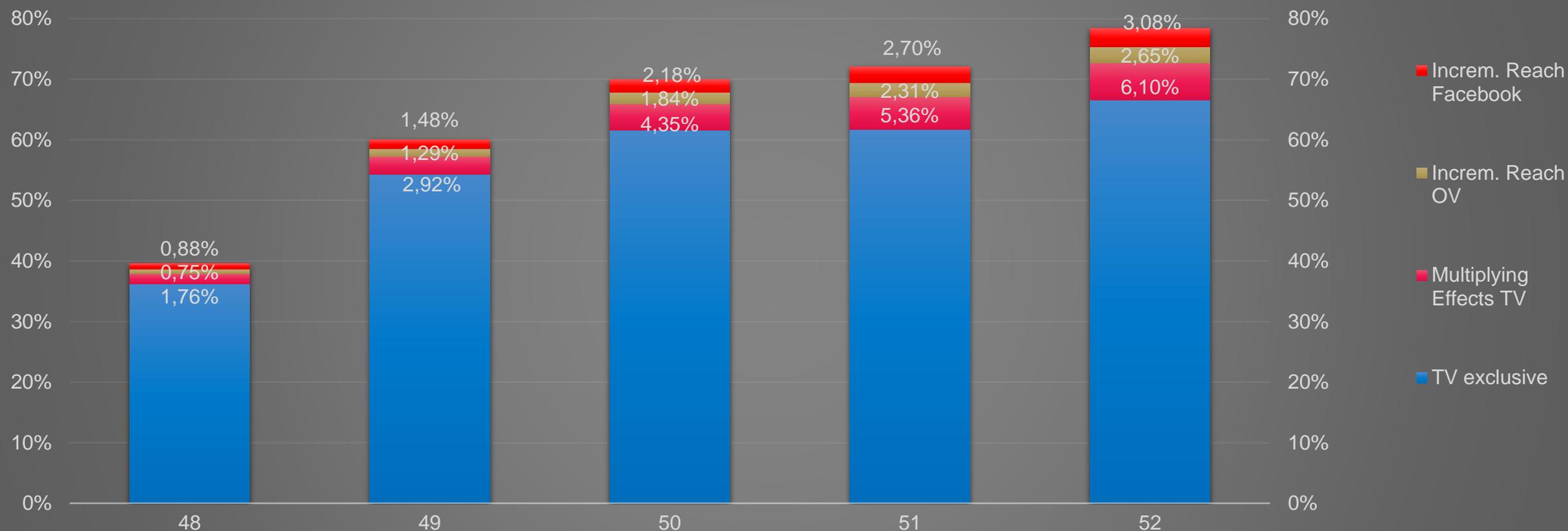
Multiplying effect  
TV and FB and/or OV  
= 6.10 %

# Crossmedia Reach Curve

Reach build-up for TV and Online Video per calendar week

Online Video Reach of 11,8% and more than 50% of users have had a multiply contact

Audience:  
20-49



# Executive Summary

## Multiply Approach:

- ✓ 6.1 PP of all users have had a multiply contact.
- ✓ Increase contacts within 4-6 contact class by 4.0.

## Incremental Approach:

- ✓ X-Cross achieved additional **5.7 PP incremental net reach**.
- ✓ We generated more than **11.8 PP** Online Video net reach with the campaign.

## Media Efficiency:

- ✓ We have generated a media efficiency impact of 25% against the overall TV media budget allocation during the planning process



INCREASE OF REACH IN CC 2+  
**+ 6,1 PP**



X-CROSS NET REACH 1+  
UPLIFT  
**+ 5,7 PP**



MONETARY BENEFIT TOTAL  
**25% OF TV €**

Source: AGF, Nielsen Digital Ad Ratings, GfK Crossmedia Link Panel, Research Now 2017

# X-CROSS

## Summary

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1. X-Cross Suite connects market research with big data to get TV and Online connected
2. Highest media ROI by increasing media efficiency and effectiveness from day one for multiscreen campaigns (more than 20% efficiency increase)
3. Generated an ROI of close to 69€ with regards to every € we have invested in market research