



IAB Europe Digital Advertising Effectiveness Framework

Overview and FAQs

April 2020

INTRODUCTION

For decades, marketers have used traditional channels such as print, radio, TV and outdoor to reach consumers. It's an accepted fact that digital channels have disrupted this approach and whilst marketing has become infinitely more measurable, the question of what to measure has become increasingly complex. Furthermore, the rapid pace of change has given rise to myriad interpretations and explanations of similar concepts which in turn has resulted in hugely fragmented language in the industry. Feedback on this from IAB Europe members and partners - including advertisers - is clear; there is confusion and frustration and this only serves to limit transparency and trust.

Working towards a common language would help both those on the buy and sell side of our industry to bring more clarity and comprehension to the measurement ecosystem and with that, trust, transparency and ultimately investment will increase. In order to address this, IAB Europe, working alongside many of the industry's most influential measurement providers, has created the Digital Advertising Effectiveness Measurement Framework, providing a set of harmonised definitions, measures and metrics, simplified in to three key areas of digital advertising effectiveness measurement; Media, Brand and Sales Effectiveness.

Additionally the Framework provides a map of some of the measurement providers operating in these areas in order to enhance industry understanding of the research methodologies and products available.



SECTION 1 - DEFINITIONS

The following definitions describe the objective of media, brand and sales effectiveness research or digital advertising campaigns.

MEDIA EFFECTIVENESS	BRAND EFFECTIVENESS	SALES EFFECTIVENESS
<p>The measurement of audiences reached by marketing communications and the understanding of how efficiently this is achieved. At its core it is the understanding whether valid impressions were served to humans and to what extent those impressions were viewable.</p>	<p>The measurement of how marketing communications create mental structures (associations, consumer perceptions of brand meaningfulness and uniqueness, etc.) that will pre-dispose potential customers to choose one brand over another (brand building) and how they impact brand recall that may influence choice of products for consumers already in the market (share of mind).</p>	<p>The measurement of how marketing communications affect or influence consumer behaviour in relation to purchasing.</p> <p>There are two types of sales effects of marketing communications:</p> <ol style="list-style-type: none">1. Long-term effects on brand business growth: impact on sales, profit, market share, penetration, loyalty and price sensitivity2. Short-term activation effects on shoppers: transactional or intermediate direct responses and conversions (like sign-ups, leads, immediate sales online and offline)



SECTION 2 - KEY MEASURES

The key measures outline the most important business questions addressed by each measure. The importance and relevance of each of these will vary by category/ sector, or even on a campaign by campaign basis, depending on the objective set.

MEDIA EFFECTIVENESS	BRAND EFFECTIVENESS	SALES EFFECTIVENESS	
		LONG-TERM	SHORT-TERM
Was the marketing communication delivered to a human?	Was brand awareness positively impacted?	What is the effective budget spend level and channel mix?	Which messages, publishers, etc. maximise shopper impact?
How many times (over a defined period) was that human exposed?	What was the ad recall rate (aided and unaided)?	What communication messages resonate with different target audiences?	Which campaign elements, should I adjust mid-flight to drive incremental sales?
What was the volume of media delivered (expressed either as impressions or ratings)?	Was brand equity positively impacted?	What is the right spend level per channel, tactic, target audience?	How is my brand penetration being affected by my campaign?
Was the marketing communications viewable?	Has brand differentiation been achieved?		
How did the reach level overlap and/or add incremental reach to other media types?	Was purchase intent positively impacted?		
Was the marketing communications Brand safe and fraud free?	Has brand favourability been achieved?		
	Was brand trust positively impacted?		














SECTION 3 - KEY METRICS

MEDIA EFFECTIVENESS	BRAND EFFECTIVENESS	SALES EFFECTIVENESS	
		LONG-TERM	SHORT-TERM
Impressions (viewable, fraudless, brand safe)	Unaided brand awareness	Sales penetration	Uplift in sales conversions and leads attributable to communications activity (MTA)
Target reach and frequency (deduped across devices if relevant)	Aided brand awareness	Customer-lifetime value	Incrementality / sales/penetration lift
Size of demographic audience group	Ad awareness	Return on profit	Return on advertising spend (ROAS)
	Brand favourability		
	Message association		
	Purchase intent (brand consideration)		
	Image attributes		
	Brand equity		



EFFECTIVENESS MEASUREMENT FRAMEWORK MAP

Our interactive map of many of the measurement suppliers that operate in these areas of effectiveness measurement can be accessed [here](#). The interactive map includes a profile for each supplier detailing their use cases, relevant products and how to get in contact.

MEDIA EFFECTIVENESS >> IMPROVE DELIVERY	BRAND EFFECTIVENESS >> IMPACT BRAND ATTITUDE	SALES EFFECTIVENESS >> INCREASE SALES
<p><i>VIEWABILITY</i></p> 	<p><i>AD RECALL TRACKING</i></p> 	<p><i>MARKET-MIX MODELLING</i></p> 
<p><i>MEDIA VERIFICATION</i></p> 	<p><i>BRAND-LIFT</i></p> 	<p><i>PATH-2-CONVERSION ANALYSIS</i></p> 
<p><i>AUDIENCE DEMOGRAPHIC VERIFICATION</i></p> 	<p><i>BRAND EQUITY MEASUREMENT</i></p> 	<p><i>MULTI-TOUCH ATTRIBUTION</i></p> 
<p><i>CROSS-PLATFORM (DIGITAL) REACH & FREQUENCY</i></p> 	<p><i>CUSTOMER LIFETIME VALUE</i></p> 	<p><i>SALES-LIFT</i></p> 
<p><i>CROSS-MEDIA (offline and online) REACH & FREQUENCY</i></p> 		

NB: map correct as of 16th April 2020

FAQs

What is the IAB Europe Digital Advertising Effectiveness Measurement Framework?

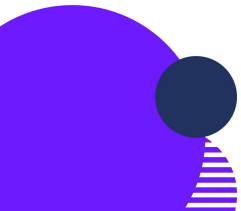
The Framework is a set of harmonised definitions, measures and metrics in three key areas of digital advertising effectiveness measurement; media, brand and sales effectiveness. It aims to provide clarity and transparency on the digital advertising measurement landscape. Additionally the Framework provides a map of some of the measurement companies operating in these areas in order to enhance industry understanding of the research methodologies and products available.

Why was the Measurement Framework developed?

For decades, marketers have used traditional channels such as print, radio, TV and outdoor to reach consumers. It's an accepted fact that digital has disrupted this approach and whilst marketing has become more measurable, the question of what to measure has become increasingly complex. Furthermore, the rapid pace of change has given rise to myriad interpretations and explanations of similar concepts which in turn has resulted in hugely fragmented language in the industry. A common language would help both those on the buy and sell side of our industry to bring more clarity and comprehension to the measurement ecosystem.

Anecdotally, feedback on this from IAB Europe members and partners is common; highlighting that a large level of confusion when buying digital media research remains a key barrier to investment.

Furthermore, IAB Europe undertook an Effectiveness Measurement survey in 2019, the largest regional study of its kind. The majority of both the major global digital measurement companies as well as many of the boutique agencies offering measurement services were included in the sample. The results were instantly stark indicating little to no commonality.



Whilst similar terms arise, they are often used to describe different types of outcomes. Ultimately, the research painted a messy, complex and incoherent ecosystem that is difficult for even the most initiated buyers to navigate. Find out more about the findings of this survey [here](#). The Framework has been developed to address this incoherence and complexity by providing a harmonised set of definitions, measures and metrics in three key areas of digital advertising effectiveness measurement; media, brand and sales effectiveness. Additionally the Framework provides a map of some of the measurement companies operating in these areas in order to enhance industry understanding of the research methodologies and products available.

Who was involved in developing the Measurement Framework?

IAB Europe's multi-stakeholder Research Committee and Effectiveness Measurement Task Force have been the key groups working on the development of the definitions, key measures and metrics. IAB Europe has worked closely with the measurement companies in our membership in order to develop the map of suppliers which matches service providers and their respective products to the Framework buckets.

Who is the Measurement Framework designed for?

The Framework is designed for any stakeholder in digital advertising who wants to gain a better understanding of the effectiveness measurement landscape and make informed decisions about what research to undertake.

I am a measurement supplier but not yet included in the supplier map, how can I get involved?

Please contact Marie-Clare Puffett (puffett@iabeurope.eu) to find out more about getting involved in this initiative.



CONTACT

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