

A large graphic on the left side of the slide. It features a solid purple circle on the left, a dark blue circle on the right, and a semi-circular area at the bottom right filled with horizontal purple and white stripes.

# Digital Advertising Effectiveness & Cross- Media Measurement Webinar

7<sup>TH</sup> MAY 2020

[iab europe.eu](http://iab europe.eu)

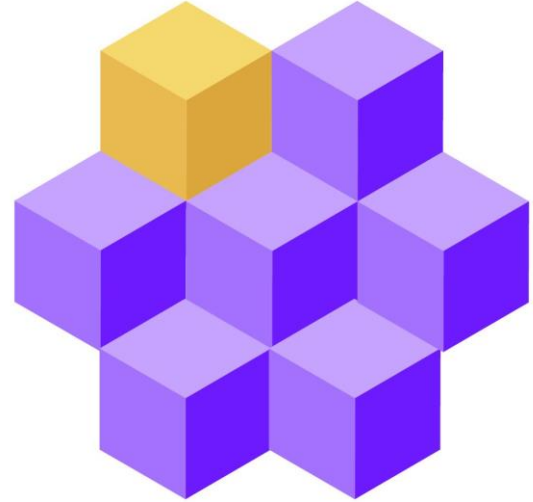
# PRESENTER



**Phil Sumner,**  
VP Insights, Northern Europe  
Teads and  
IAB Europe Board Member

# TODAY'S AGENDA

- The Measurement Landscape Today
- IAB Europe's Ambition
- IAB Europe Digital Advertising Effectiveness Framework
- Panel discussion





## THE CHALLENGE



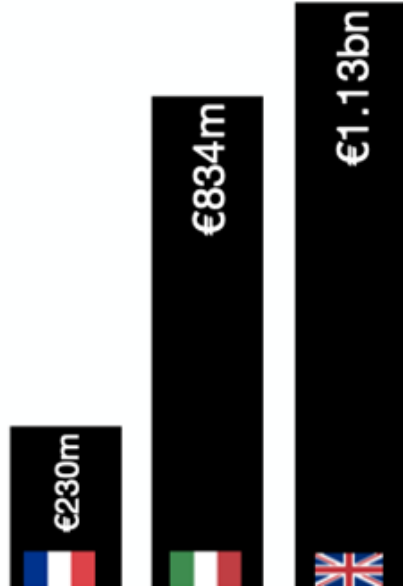
## LACK OF COMMON LANGUAGE IS HINDERING INVESTMENT IN DIGITAL EFFECTIVENESS MEASUREMENT

>85%

RESEARCH VENDORS HAVE  
DIFFERENTIATED FRAMEWORKS

>75%

AGREE CLIENTS DO NOT UNDERSTAND  
MEASUREMENT



Across only 3 of the 44 countries in Europe, digital ad spend is **€2.2bn** less than it should be given the relative amount of engagement people have with the medium

# IAB EUROPE AMBITION



# DIGITAL ADVERTISING EFFECTIVENESS FRAMEWORK

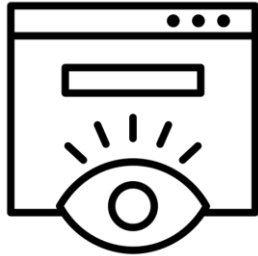


PROVIDING CLARITY IN THE DIGITAL ADVERTISING  
MEASUREMENT LANDSCAPE

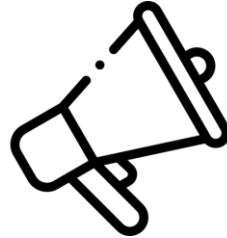


## THE FRAMEWORK...

**Media  
Effectiveness**



**Brand  
Effectiveness**



**Sales  
Effectiveness**



# THE MEASUREMENT LANDSCAPE

MEDIA EFFECTIVENESS >> IMPROVE DELIVERY	BRAND EFFECTIVENESS >> IMPACT BRAND ATTITUDE	SALES EFFECTIVENESS >> INCREASE SALES
VIEWABILITY comscore DV DoubleVerify GEMINI IAS MOAT nielsen	AD RECALL TRACKING	MARKET-MIX MODELLING
MEDIA VERIFICATION comscore IAS DV DoubleVerify	<div data-bbox="772 360 1680 995"> <h2>Interactive Supplier Map: Digital Advertising Effectiveness Measurement</h2> <p>The following interactive map provides an overview of many of the measurement suppliers that operate in the areas of media, brand and sales effectiveness measurement. This map forms part of IAB Europe's Digital Effectiveness Measurement Framework.</p> <div data-bbox="792 578 1661 622"> <span>Media Effectiveness</span> <span>Brand Effectiveness</span> <span>Sales Effectiveness</span> </div> <div data-bbox="859 649 1439 720"> <span>All</span> <span>Audience Demographic Verification</span> <span>Cross-Media (Offline &amp; Online) Reach &amp; Frequency</span>  <span>Cross-Platform (Digital) Reach &amp; Frequency</span> <span>Media Verification</span> <span>Viewability</span> </div> <div data-bbox="821 742 1632 993"> </div> </div>	
AUDIENCE DEMOGRAPHIC VERIFICATION comscore dynata GEMINI KANTAR nielsen		
CROSS-PLATFORM (DIGITAL) REACH & FREQUENCY comscore dynata GEMINI KANTAR nielsen		
CROSS-MEDIA (offline and online) REACH & FREQUENCY dynata GEMINI KANTAR nielsen		



GET INVOLVED

ACCESS THE DIGITAL ADVERTISING  
EFFECTIVENESS MEASUREMENT  
FRAMEWORK [HERE](#)

# PANEL DISCUSSION

## MODERATOR



**Phil Sumner,**  
VP Insights,  
Northern Europe  
Teads



**Murat Colakoglu**  
Digital Manager,  
Consumer Products  
Division  
L'Oreal Turkey



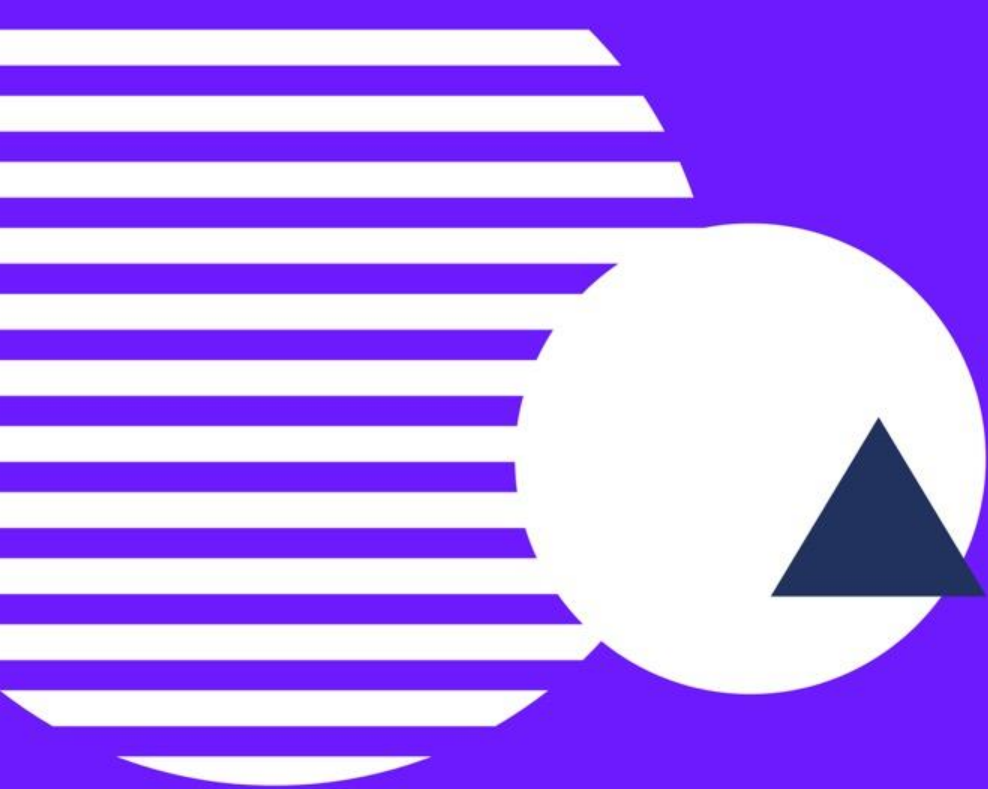
**Mike Mulholland**  
Chair, IAB Europe  
Research Committee  
and  
Partner, Measurement  
& Reporting, Mindshare  
Worldwide



**Kristanne Roberts**  
Global Development  
Director  
Kantar



**Daniel Bischoff**  
Chief Marketing  
Operations Officer  
RTL AdConnect



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