

Title of project: MeMo² introducing THX. – The Future of Cross-media Analytics

Companies and partners involved: MeMo²

Research budget: 50k or less

Awards

- Research Innovation – Gold
- Best Use of Research Budget - Gold
- Cross-Media Measurement – Silver
- Data Effectiveness – Silver
- Audience Measurement - Bronze

Project Summary

In the world of brands and marketing, the effects of cross-media advertising and the Return on Ad Spend often remains unclear, the so-called 'black box'. The urgency for transparency and accountability in marketing is now greater than ever. This was the reason MeMo² developed the next generation cross-media measurement platform "THX.". THX. is the first platform that can register fully automated, passive and real-time exposure with online and offline media. In addition, THX. tracks real-time moving behaviour of consumers and includes a survey system enabling brands, agencies and publishers to correlate cross-media exposure to actual store visits and brand lift. By introducing a state-of-the-art mobile based methodology, MeMo² continuously registers contacts to TV, (digital) audio, online video, social, cinema, (digital) outdoor advertising and moving behaviour amongst a representative audience of consumers. All measured from one integrated source and without asking a single question. After two years of developing and validating, THX. was launched in November 2019 within The Netherlands and successfully used for 350+ cases. Delivering fast paced and fact-based cross-media insights. Since then, THX. has challenged traditional (media) research, -currencies by opening the black box of cross-media effectiveness.

Objectives

The market has been offering effect tracking for many years, providing marketers with insights into media performance after the campaign has ended. However, there are two major challenges to this current method: 1. a post-campaign evaluation doesn't allow for real-time campaign optimisation and, 2. the allocation of (offline) exposure is still (partly) based on claimed consumer behaviour. With the increasing fragmentation of media, rise of closed platforms and the need for real-time insights, MeMo² has set out to develop a fully automated cross media measurement platform.

Methodology

During the technical exploration, MeMo² concluded that the mobile device is the most suitable cross-media measurement instrument due to its high penetration (>95%) and single-users (>98%) (The Netherlands). An important condition in the development of THX. was that THX. includes tracking of closed platforms such as Facebook, YouTube and Spotify. The techniques that have been developed are:

1. Audio Fingerprinting & Matching (100% recognition within 5s & 10m radius from source)
2. GPS tracking (5 metre radius accuracy)

The development phases that have been completed are:

- UX-testing Measuring technologies
- Survey tool
- Incentive system
- User pool
- Structure database
- Validation
- Dashboard reporting
- Quality & Representativeness audience

Key Results

Since the introduction in November 2019, THX. has proved to be a user-friendly platform with 5,000 daily users, delivering valuable insights to brands, agencies and publishers.

Key figures from the end of March 2020:

1. 5,000+ daily THX. users

2. 50+ profile characteristics available
3. 350+ TV, (digital) audio, OLV, social, (digital) outdoor and cinema campaigns passively measured
4. 250+ advertisers tracked (e.g. Heineken, Nivea, Coca-Cola, Samsung)
5. 175,000+ campaign contacts passively registered
6. 250,000+ conversations completed (100 completes per minute)

The objectives for 2020 are to achieve 15.000 active THX. users in The Netherlands and launch of THX. in UK, Belgium, France and Germany.

Impact and Application

In a period of crisis caused by the coronavirus, THX. has proven to be a valuable platform delivering insights into (changing) media & consumer behaviours. THX. and the fast paced reporting are highly appreciated by media and research experts working for partners such as Toyota, E.ON/Essent, bol.com (largest online marketplace in The Netherlands) and RTL.

"Online and offline video strategies are being optimised based on the end-of-year campaign results from THX., with the aim of a more balanced campaign reach." N. Moes, MarCom Manager at bol.com.

Since the launch, THX. has gained lot of attention from many professionals with different backgrounds (media managers, global brands, scientists from universities & large media conglomerates). Next to that, THX. Has been covered by leading Dutch media such as Emerce, Adformatie & Marketingfacts.

The analysis of 175,000+ passively registered (cross-media) campaign contacts (350+ advertisements, 250+ advertisers) and 250,000 survey responses has already resulted in valuable conclusions regarding cross-media marketing. Some key results include:

- In most cases the brand faced a disproportionate distribution in cross-media reach, not in line with the primary target audience
- Overall digital advertising added reach to TV/Radio, but not necessarily among young audiences
- Digital advertising can be as effective and sometimes even more effective than traditional media regarding brand lift but continuity in offline and online creatives drives impact

In times where brands are being challenged by the coronavirus (COVID-19) and accurate insights are specifically needed, THX. provides the Dutch market with highly appreciated updates concerning the impact on media & consumer behaviour. Due to the success of the platform, MeMo² has set itself the target to stop offering 'traditional' cross-media methodologies within 2 years.