**MEDIACOM**

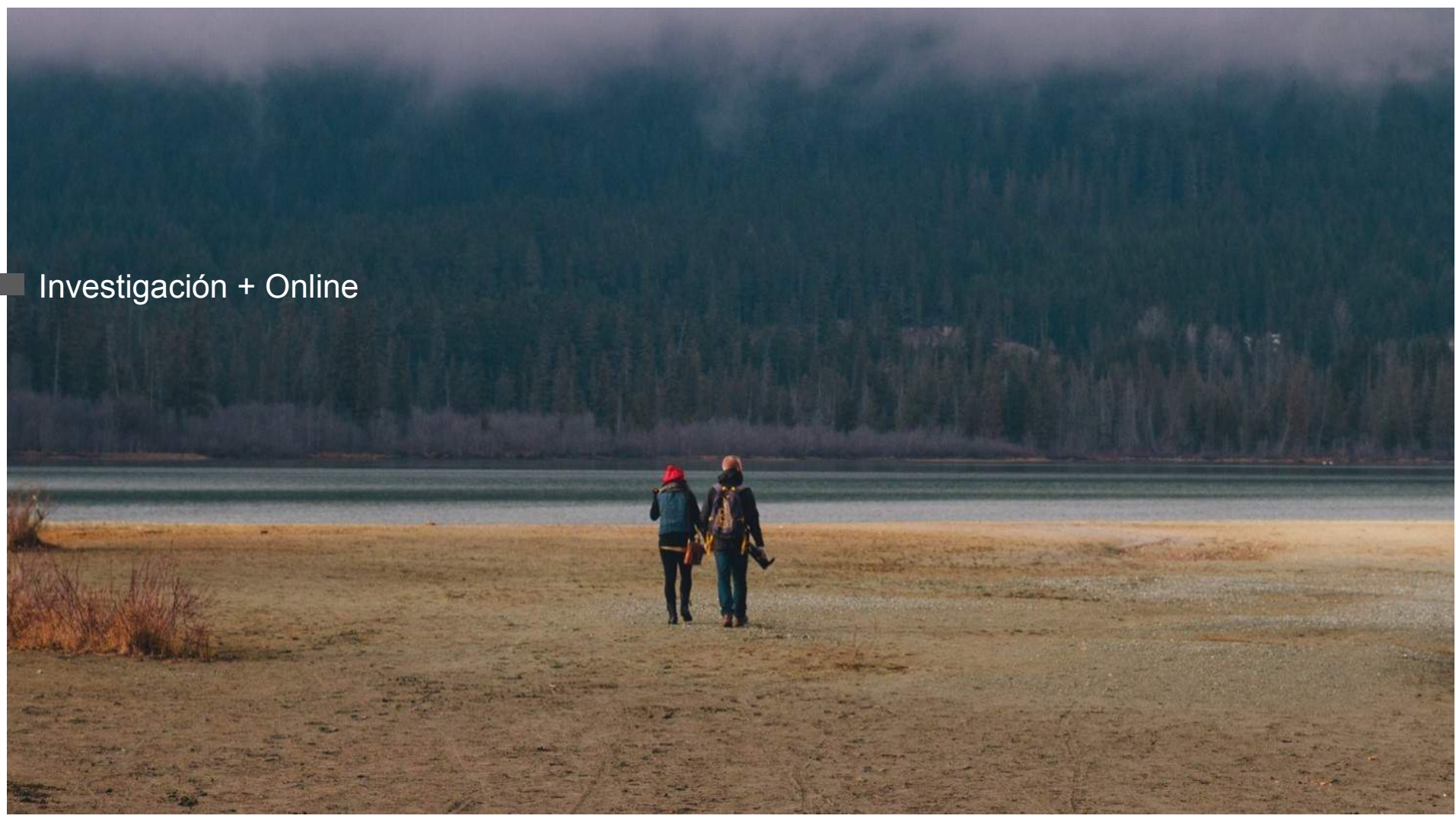# What's happens,… what's matters

"State of Art en Investigación online"
Jornada AEDEMO y Asoc MKT
@Mediacom_Espana

Natalia López          @nalopa

Adolfo Fernández
          @adolfofdezlopez

Investigación + Online

A shared belief that everything is connected…

consumer empowerment vs "on demand"
_____

more connected & complex
_____

connect individual channels
_____

…lived through our team
of system thinkers
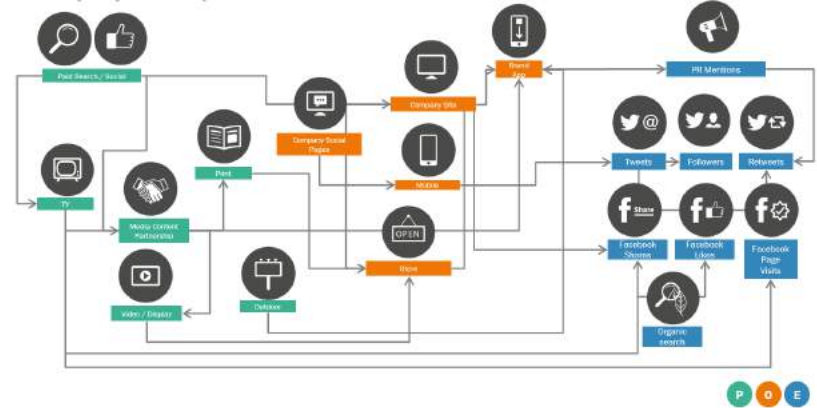not silo'd individuals

System
thinking
———
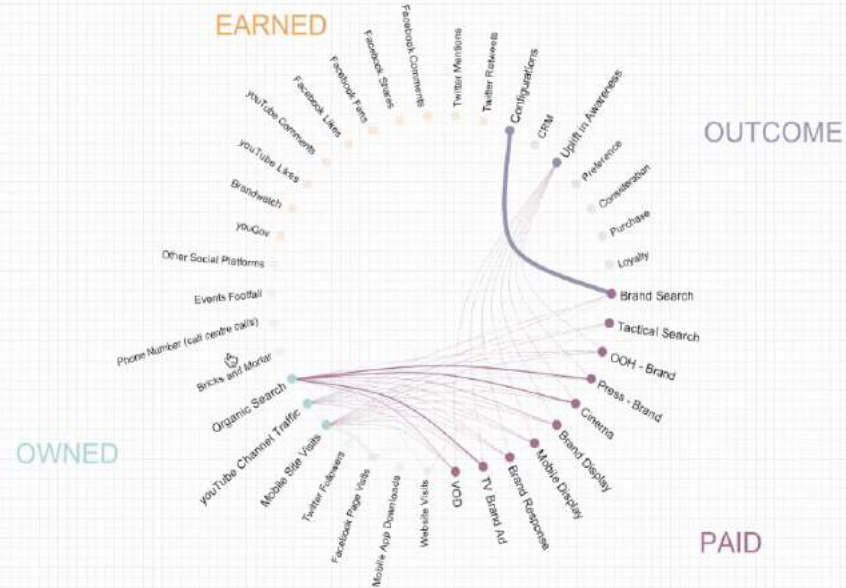
Content
is the fuel
———

connected
distribution
strategies
———

A totally new way to see the
cause & effect of our media
investment

"Old World"                                          "New World"

Brand Search
2,280,912

OOH - Brand
53,909,392

Website Visits
194,284

Configurations
2,014

Press - Brand
9,848,126

Campaign Visualisation

Strategy Scenario Development

Post Campaign Analysis

Brand Display
26,270,000

Mobile Display
9,233,797

youTube Channel
14,549

Brand Response
11,581,005

TV Brand Ad
23,063,134

VOD
1,500,000

Uplift in Awareness
0.73%

Organic Search
1,454,142
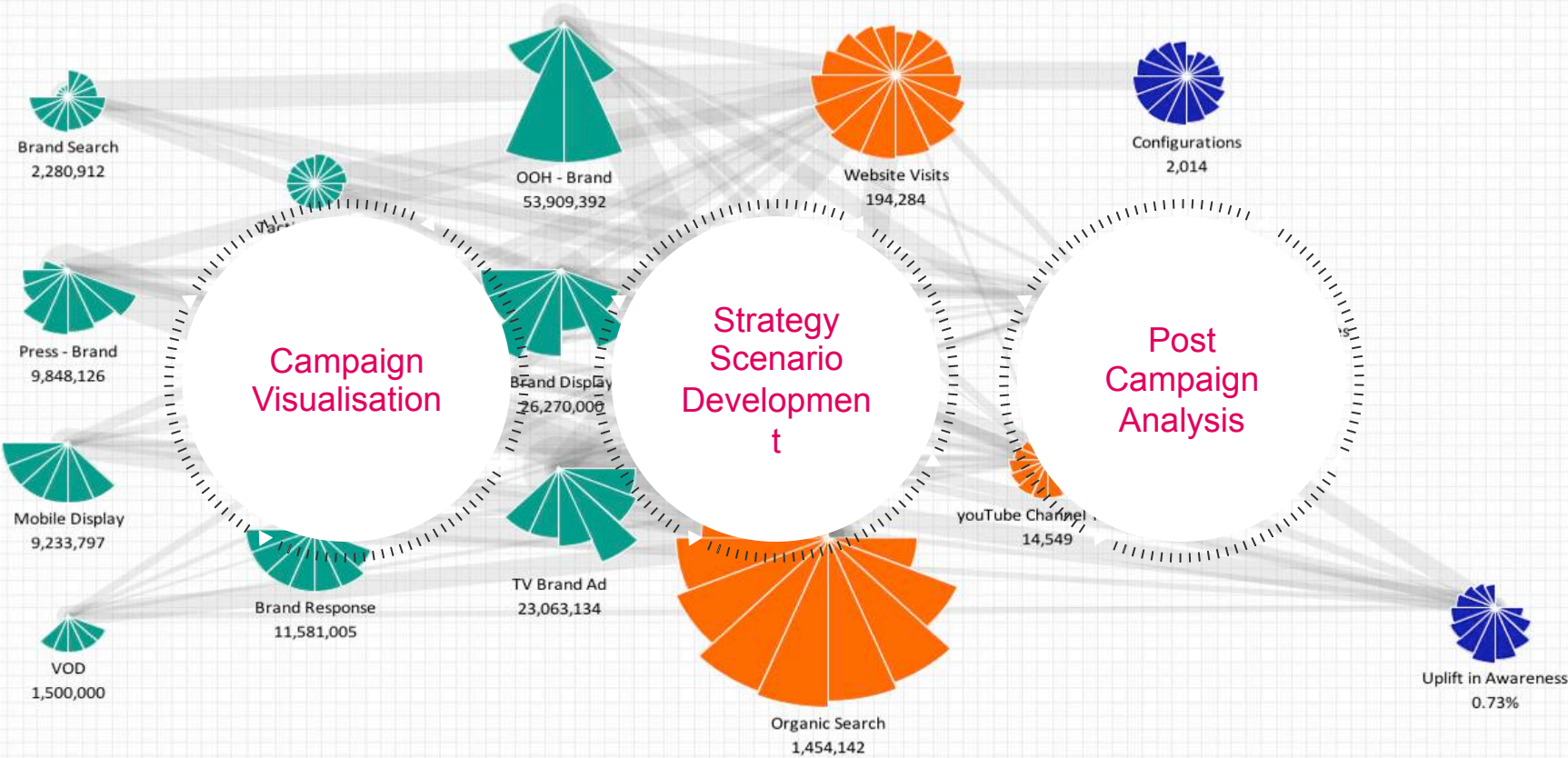
PAID          OWNED          EARNED          OUTCOME

# Current media industry approach to planning and buying

## Planning

ATTITUDINAL AUDIENCE GROUPS BASED ON CLIENT SEGMENTATION
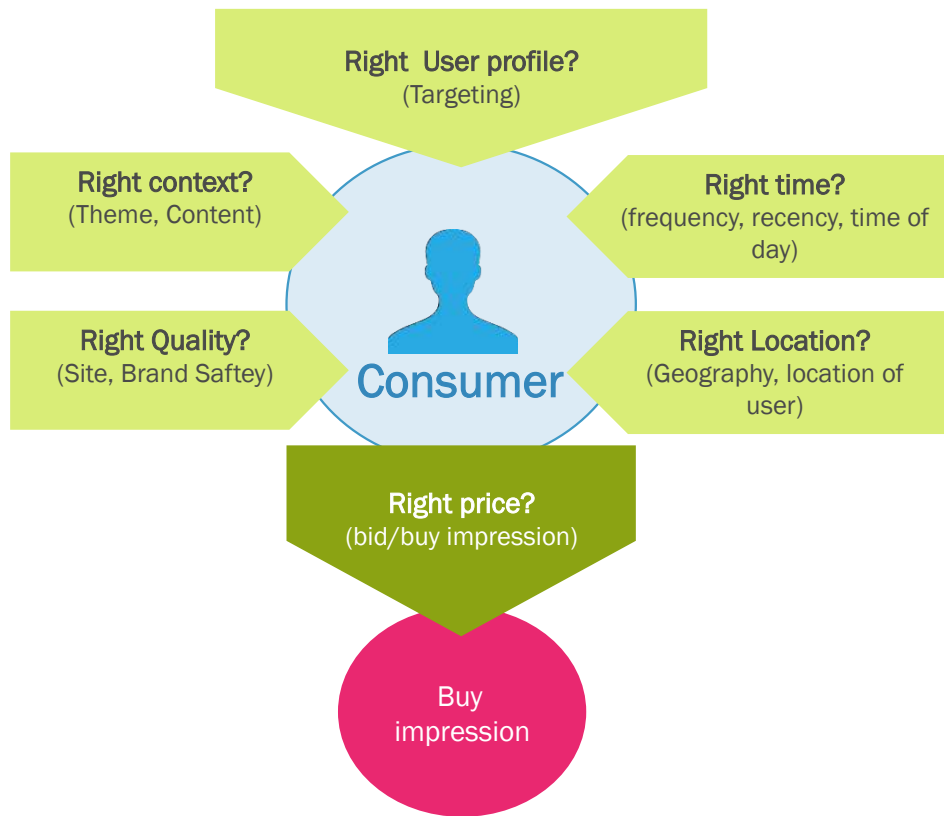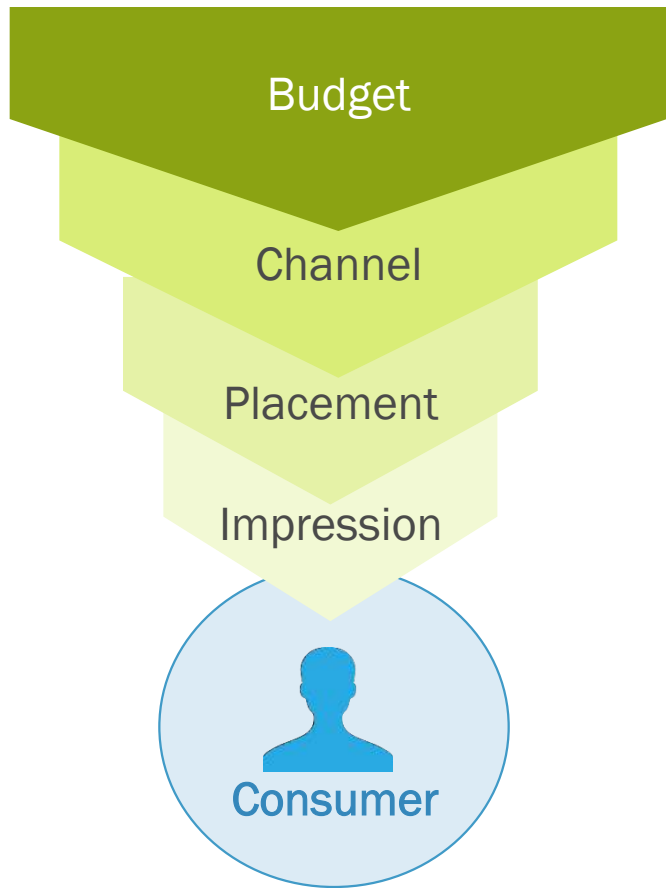
## Buying

ABC 1 ADULTS

## Measurement

AWARENESS AND PREFERENCE

# Now & Next - Work flow

## Left Funnel
- Budget
- Channel
- Placement
- Impression
- Consumer

## Right Diagram

Right User profile?
(Targeting)

Right context?
(Theme, Content)

Right time?
(frequency, recency, time of day)

Right Quality?
(Site, Brand Saftey)

Consumer

Right Location?
(Geography, location of user)

Right price?
(bid/buy impression)

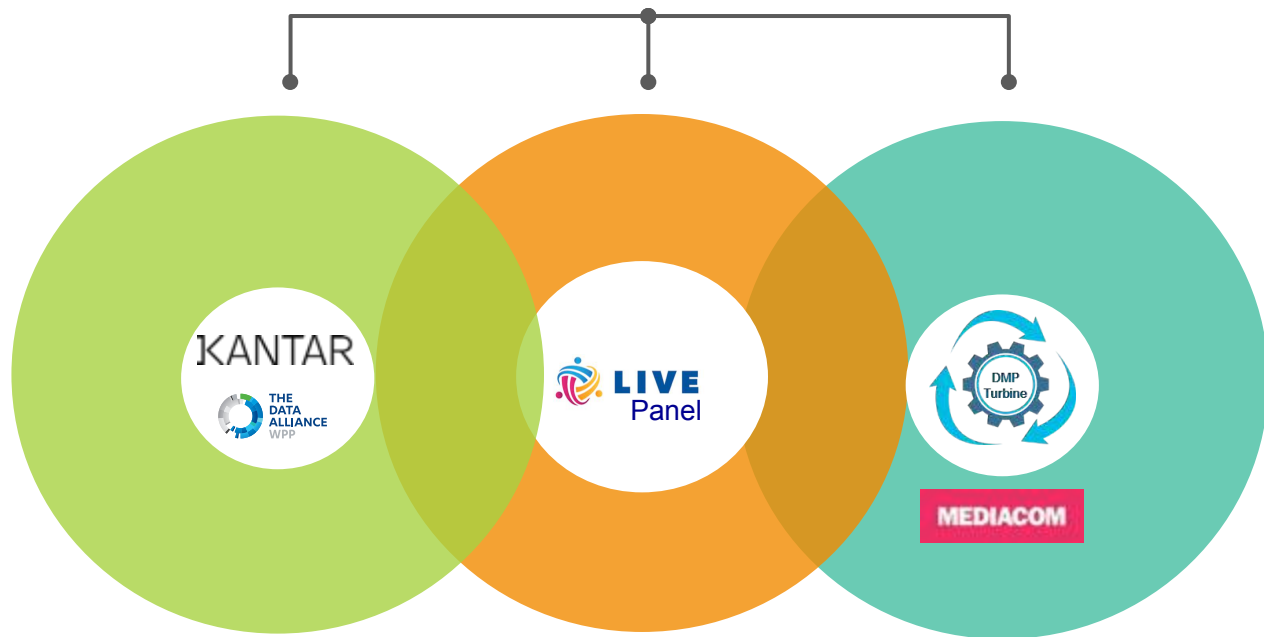Buy impression

The power of connected
data

# Delivering the 'Next'

**LIVE Audience**

- More than $1.5B invested by WPP in data and technology in the last five years

- Creating a complete WPP owned system

- Shaped and developed by Mediacom

- Providing unrivaled scale in markets

KANTAR
THE DATA ALLIANCE WPP

LIVE Panel

DMP Turbine

MEDIACOM

Audience data · Census level data pools · Media expertise & investment

# Census level data pools

**LIVE Panel**

**LIVE PANEL The power of connected data Hub questions**

- 30 countries
- 135k People GLOBAL
- 40 Media
- 5k People SPAIN

LIVE Panel is one of the most comprehensive global surveys of media usage - 135k people across 30 markets.

But what sets it apart from other surveys is its connectivity.  It is designed to link data across GroupM and Kantar – the world's largest communications and insight companies.

The benefit is that we can provide deeper & more impactful insight for our clients.

**MEDIA USAGE**
Media reach & frequency –  28 media
Attention & emotion

**CATEGORY BEHAVIOUR**
Purchasing – 84 categories
Role of brand - 15 categories

**TOUCHPOINT EVALUATION**
Role of 40 touchpoints for 9 tasks
Role of touchpoints for 15 categories
(noticed or helped decide)

**HUB QUESTIONS**

**DIGITAL BEHAVIOUR**
Video hours viewed, TV vs Online
Frequency - 37 digital activities
Context – 12 activities, 7 contexts

**DEMOGRAPHICS AND PERSONALITY**
Age, gender, income, employment, education Personality 'Big 5'
Decision maker – at home, at work (with influences)
Technology & service ownership

# Census level data pools

**LIVE PANEL The power of connected data Hub questions**

Connectivity is designed into the DNA of LIVE Panel.

LIVE Panel is built using GMI/Lightspeed data, the same panel that underpins Kantar's research products. It enables us to provide single source connectivity to some of the world's leading research brands across – for example - purchase panels (e.g. ComTech), media (Connected Life & TGI) and brand equity (BrandZ).

Not only does this connectivity provide superior insight for our clients, but it also helps join up silos in the organisation that often work with different models and concepts – particularly from strategy to execution.

Additionally, 'horizontality' with Kantar means that we have agreed joint investment that allows us to access data in a more granular and powerful way. All to our client's advantage.

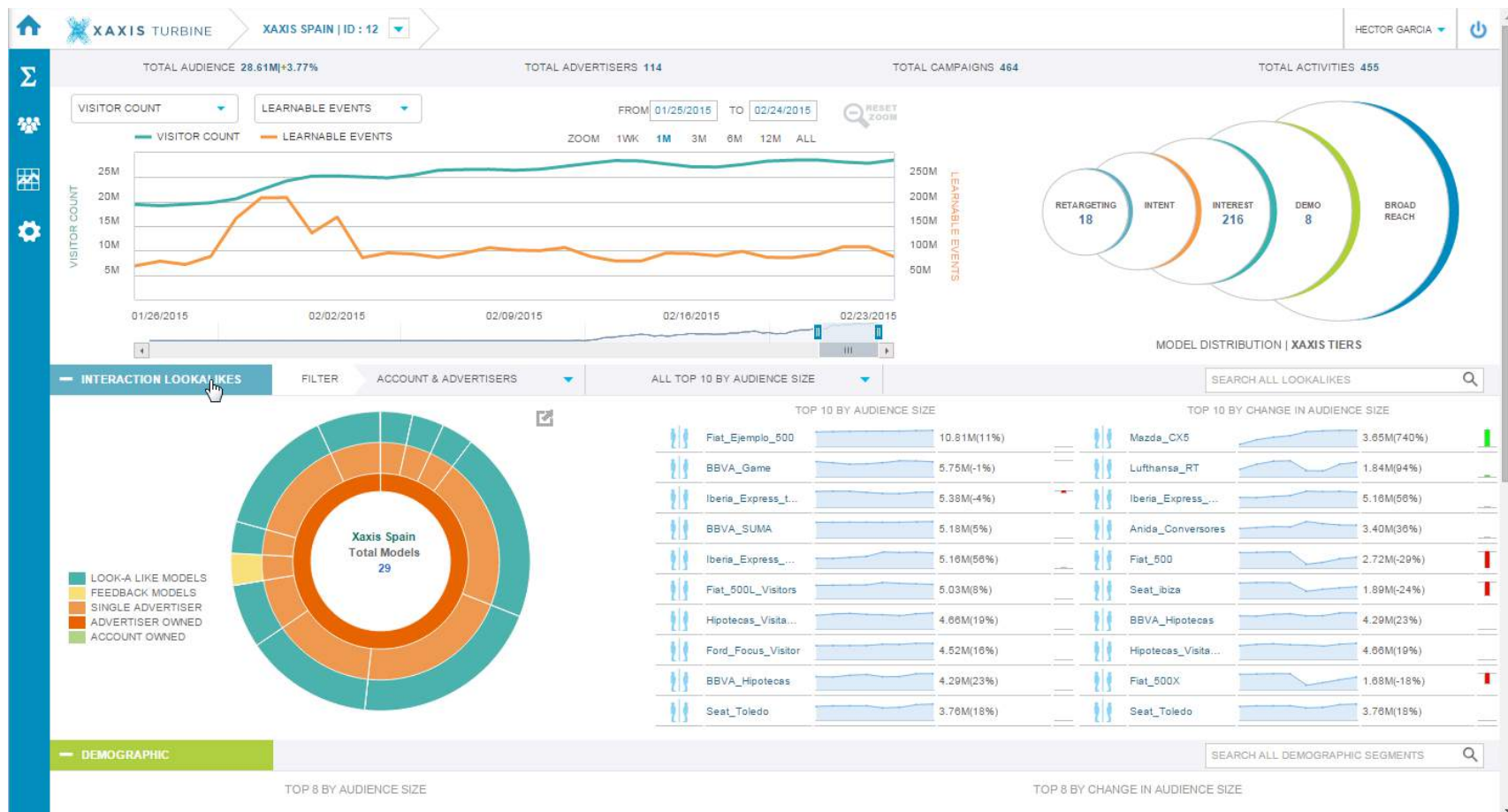# Media expertise & investment

1/3 of digital advertising activity in Spain (aprox. 30M cookies last4days)

"Interest" information to qualify consumers (aprox 300 iAB interests)

Unique media group that own a DMP

DMP Turbine

MEDIACOM

# Dashboard principal

Media strategy fuelled by Behavioral Targeting

# Connecting strategic audiences through Programmatic

## 1. Select Individuals



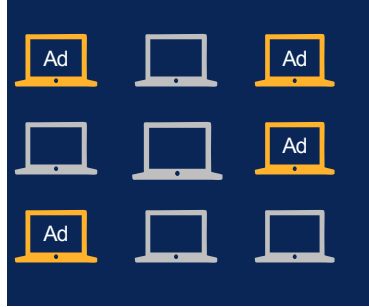ConversionModel identify growth targets.

Connected to individuals media habits

## 2. Scale individuals
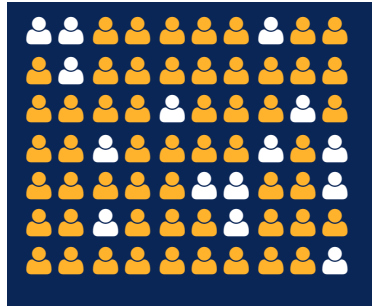


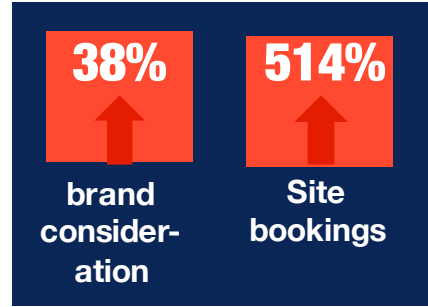We upload results into Turbine where a previous cookie matching was done

Look-a-like modelling is applied using respondents as seeds

## 3. Connect & Activate Media Inventory



Audience segments are available to activate multi-device campaigns.

## 4. Measure & Optimize



**38%** ↑ brand consider-ation

**514%** ↑ Site bookings

<Holiday Inn Case Study>

# Estimated results versus untargeted media



15-20% improvement on business outcome KPIs

20%-40% increase in media effectiveness

# Behavioral Targeting…
## even with mass media

Myth of targeting

Integrated Measurement framework

## Purchase Behavior

### Soft drinks

| Brand consumption | Heavy | Medium | Light |
|---|---|---|---|
| Heavy | 2,4% | 1,1% | * |
| Moderate | 1,8% | 2,5% | 1,1% |
| Light | 1,8% | 2,8% | 4,0% |
| Non Buyers | 13,7% | 23,2% | 45,5% |

Audience Discovery and ULA

# Audience Discovery
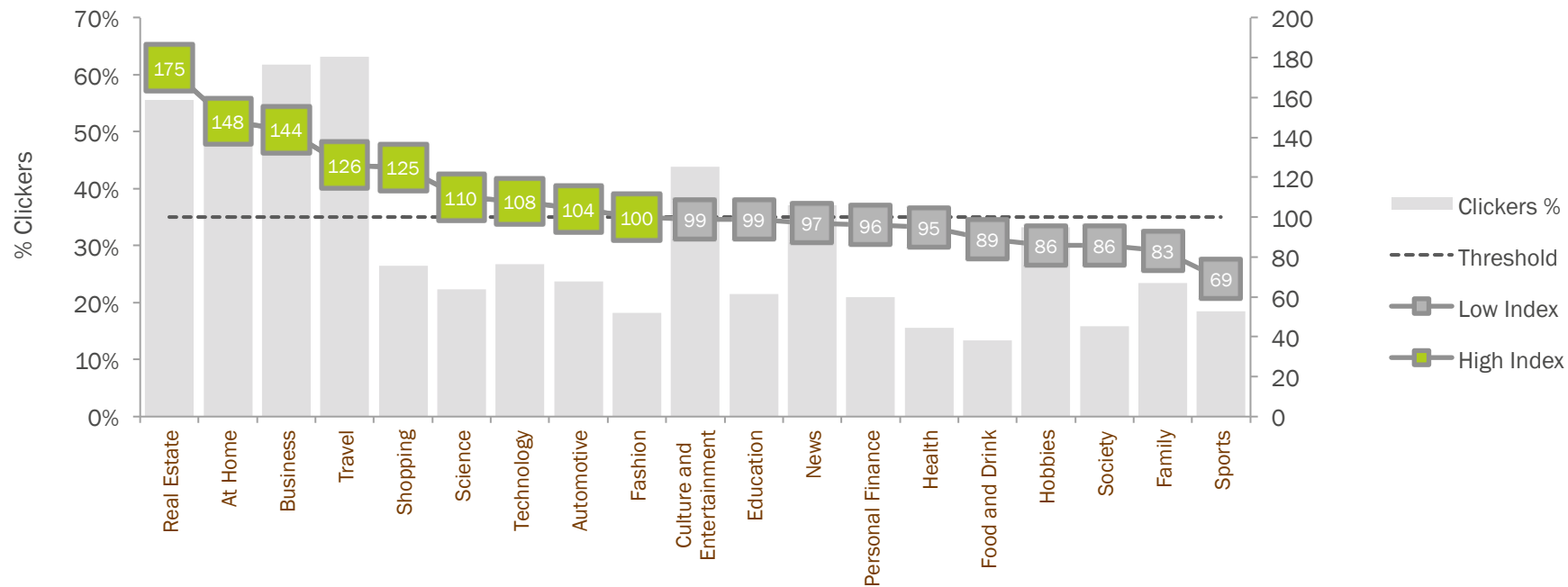


| Category | Value |
|----------|-------|
| Real Estate | 175 |
| At Home | 148 |
| Business | 144 |
| Travel | 126 |
| Shopping | 125 |
| Science | 110 |
| Technology | 108 |
| Automotive | 104 |
| Fashion | 100 |
| Culture and Entertainment | 99 |
| Education | 99 |
| News | 97 |
| Personal Finance | 96 |
| Health | 95 |
| Food and Drink | 89 |
| Hobbies | 86 |
| Society | 86 |
| Family | 83 |
| Sports | 69 |

Legend: Clickers %, Threshold, Low Index, High Index

Attribution Modelling
applied to the entire
system

# Conversión: Optimización Cross Channel



Reach Banner — Display
Facebook Ads — Display
Price Comparison — Display/Google/Aff.
Brand Search — Bing/Google
Retargeting — Display/Affiliate

Video — YouTube
Targeted Banner — RTB
Referral Program — Affiliate/SOM
Generic Search — Google/Yahoo
Couponing — Affiliate/Mobile
Conversion optimisation

Awareness  Consideration  Conversion  Loyalty

Customer Journey

Channel Overlap
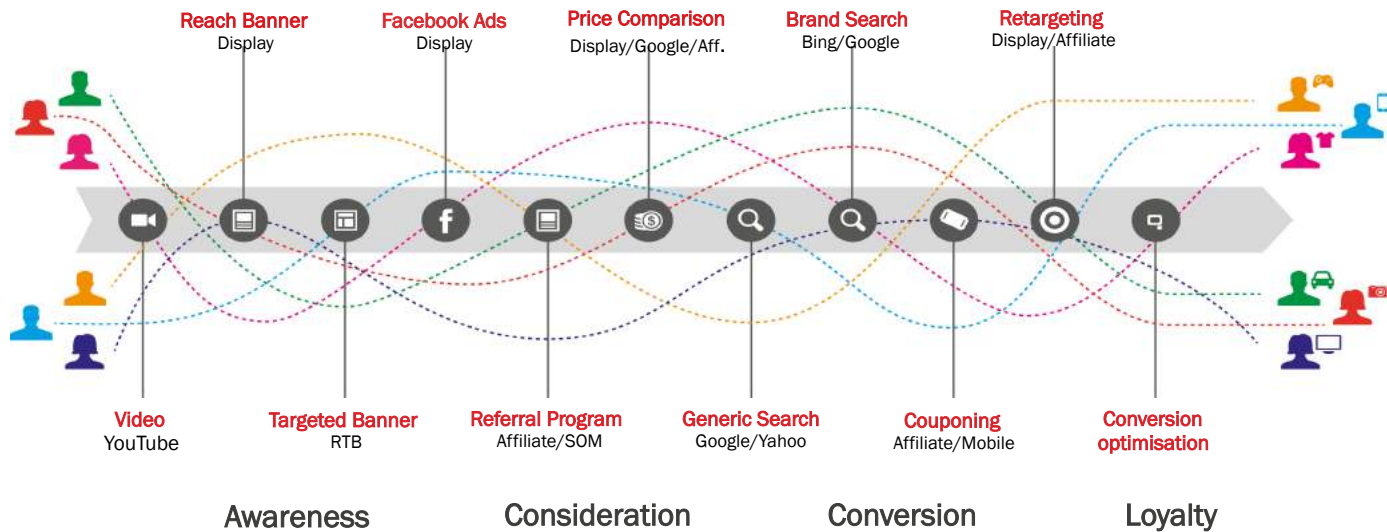
Attribution

Attribution Model | Model Comparison
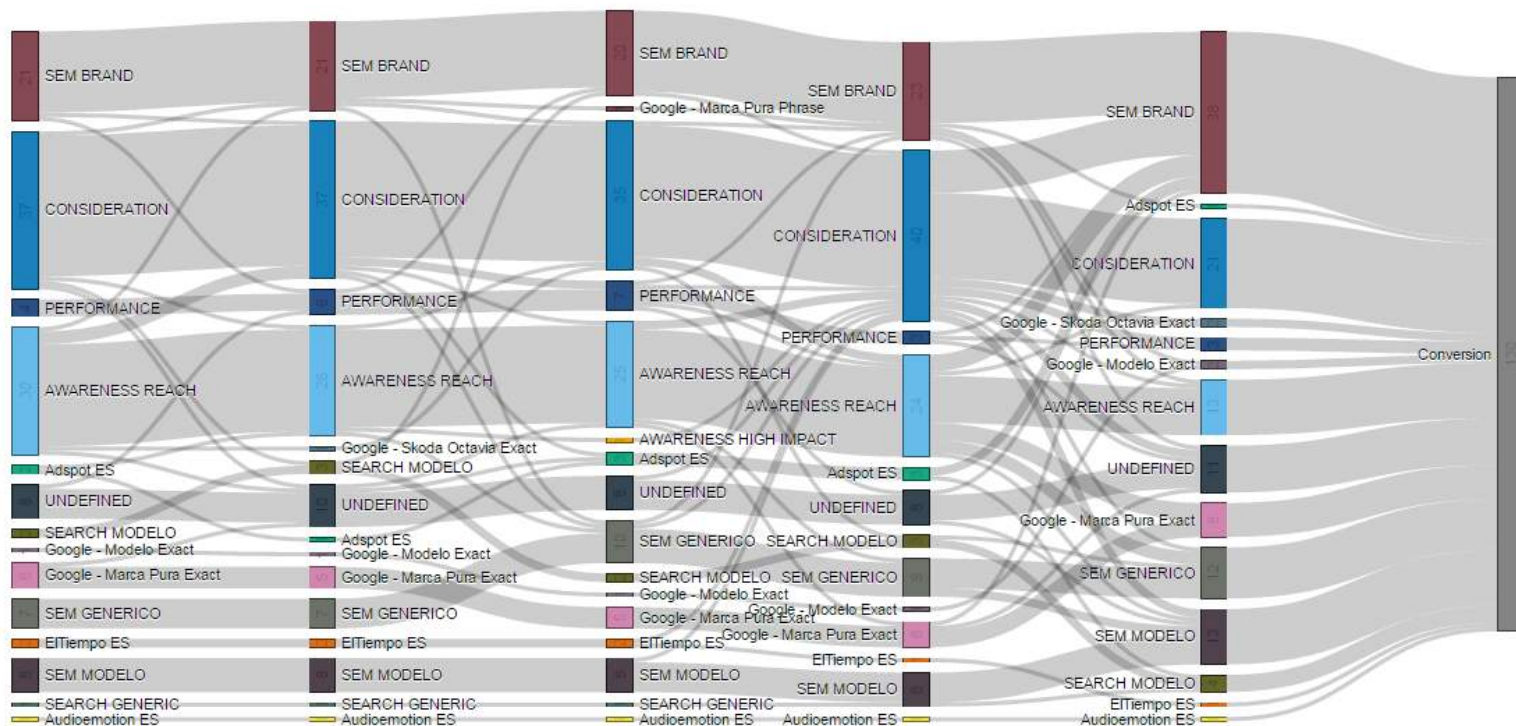
📅 Date Range 2016-03-15 to 2016-04-15 Brand All ▾ | 🔄 Update

## Comparison Between Attribution Models



■ AWARENESS AFFINITY ■ AWARENESS DISPLAY ■ AWARENESS VIDEO ■ CONSIDERATION DISPLAY ■ HOME PAGE FORMATS ■ MOBILE ■ PROGRAMMATIC AUDIENCES ■ SEM GENERICO ■ SEM MARCA ■ SEM MODELO ■ SOCIAL
■ UNDEFINED

Highcharts.com
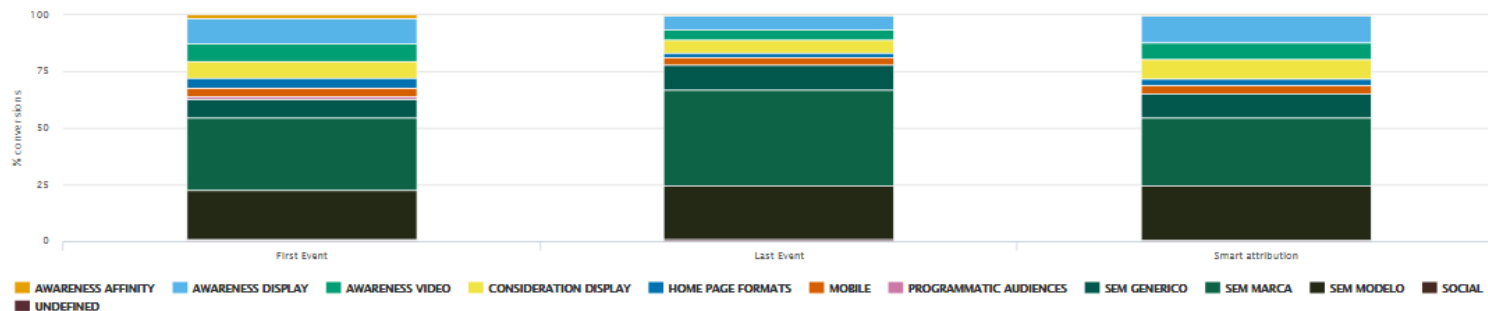
| Touch point | First event | Last event | Smart Attribution |
|---|---|---|---|
| AWARENESS AFFINITY | 1.53% | 0.51% | 0.38% |
| AWARENESS DISPLAY | 11.10% | 6.18% | 11.76% |
| AWARENESS VIDEO | 7.72% | 4.57% | 7.55% |
| CONSIDERATION DISPLAY | 7.59% | 5.73% | 8.74% |
| HOME PAGE FORMATS | 4.56% | 1.99% | 2.85% |
| MOBILE | 3.64% | 3.22% | 3.48% |
| PROGRAMMATIC AUDIENCES | 1.28% | 0.00% | 0.14% |
| SEM GENERICO | 8.29% | 11.13% | 10.62% |
| SEM MARCA | 31.76% | 42.08% | 29.81% |
| SEM MODELO | 21.88% | 23.87% | 24.13% |
| SOCIAL | 0.13% | 0.00% | 0.01% |
| UNDEFINED | 0.57% | 0.71% | 0.52% |

Adapted Content
Distribution strategy

# Adapted and Optimized Content

| Comprador conocido | Busca el producto | Navega en sitios de Mamás y bebés | Encaja con el perfil sociodemográfico |
|---|---|---|---|

Baby milk

Comida bebé, Leche bebés, Papillas al mejor precio

Madre que acaba de tener un hijo

paraBebes

**RT**　　　**Intent**　　　**Channel**　　　**Sociodemo**

Probabilidad para convertirse en cliente

Targeting each individual consumer
Ideally with an individual message

**CHOCOLATE CHIP COOKIE** ICE CREAM SANDWICH

4

MON 9:23

1 ad for 1 million

Sunday 15:03:01
Tablet, Home

Friday 16:51:07
Desktop, Work

Monday 13:26:14
Desktop, Rain

CHOCOLATE CHIP COOKIE ICE CREAM SANDWICH

STRAWBERRY POP-TART ICE CREAM SANDWICH
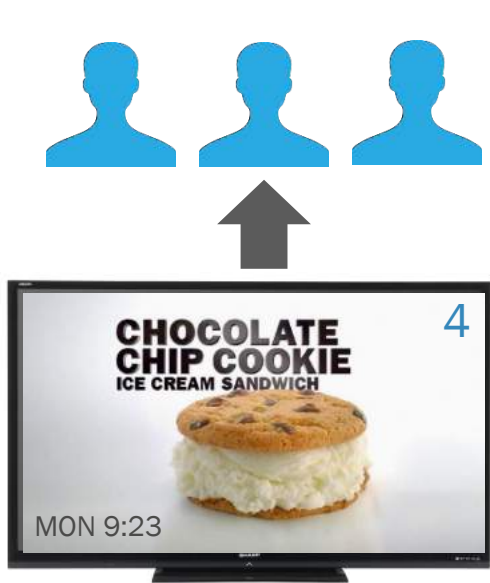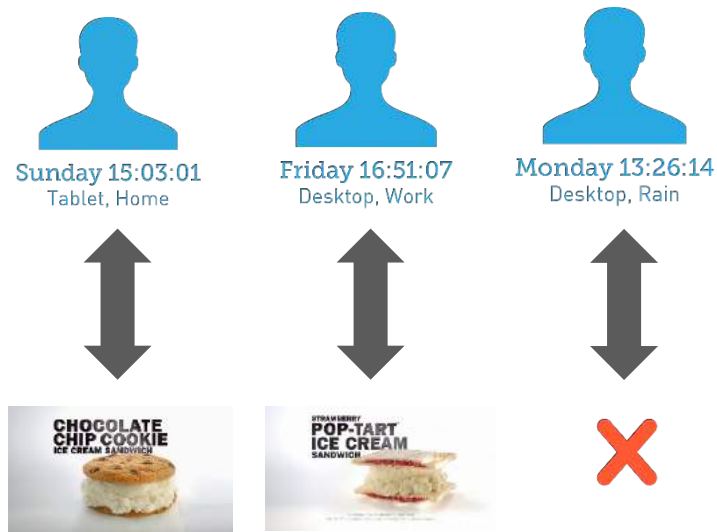
1 million times 1 ad

# Colour and Design:
## Customised Messages and Dynamic Creative Optimisation

## Showing the right message to each user

**Priority 4:** been to the site but no models selected = Range

**Priority 3:** looked at a model = model ad

**Priority 2:** didn't finish configuration = model + finished configuration.

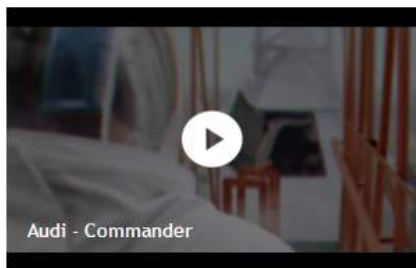**Priority 1:** completed configuration = get quote/test drive

# This gives the right approach required to drive profitability

| Planning | Buying | Measurement |
|----------|--------|-------------|
| ATTITUDINAL AUDIENCE GROUPS | ABC1 ADULTS | AWARENESS AND PREFERENCE |
| RELEVANT INDIVIDUALS BASED ON REAL WORLD BEHAVIOURS | ACTUAL AUDIENCES | ACQUISITION AND RETENTION |
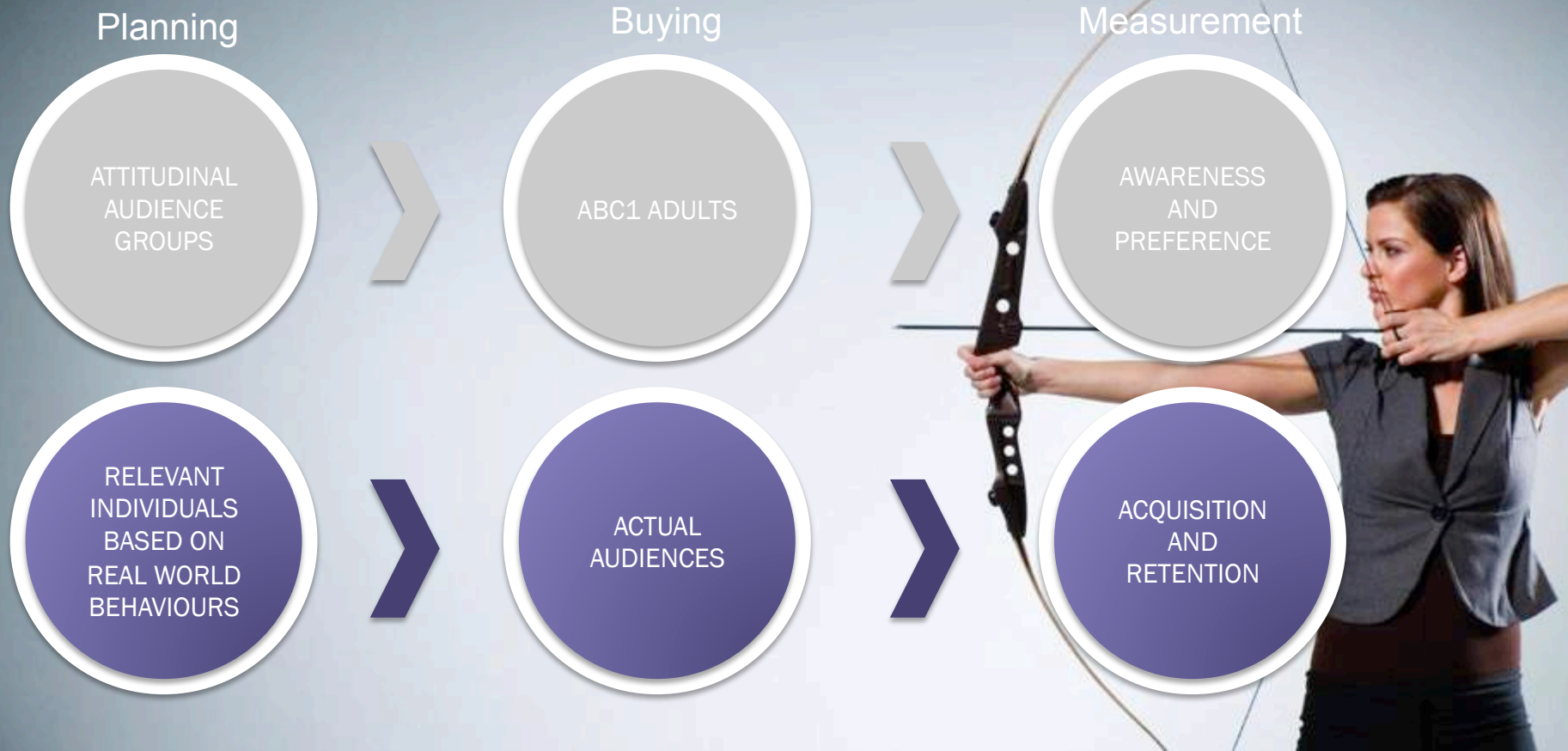
Delivering real precision with scale

SELECT INDIVIDUALS + SCALE INDIVIDUALS + CONNECT & ACTIVATE MEDIA INVENTORY + MEASURE & OPTIMIZE