

# KNOW THE VALUE OF MEDIA

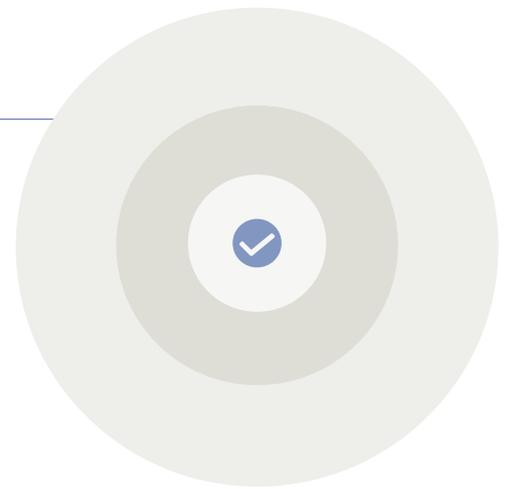
## Media Databases:

The challenges and the potential  
in the age of convergence

A report for the IPA by  
**David Fletcher**, Chief Data Officer, MEC UK

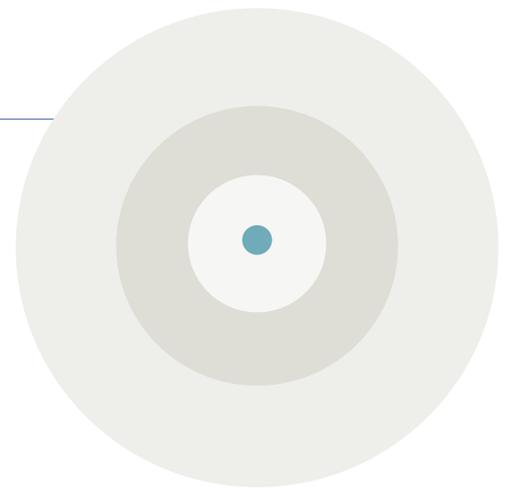
With contributions from  
**Vic Davies**, Senior Lecturer,  
Buckinghamshire New University

IPA



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## About the author

### David Fletcher Chief Data Officer, MEC UK

David joined Allen Brady Marsh in 1984 before moving to Billett and Company, one of the earliest media independents, in 1986. Billett and Company was acquired by CIA in 1989 and merged to form MEC in 2001.

Throughout this time he was primarily involved with media planning and buying, rising to head of strategy at CIA. Since 1999 David has been responsible for MEC UK's Analytics and Insight division. This has involved the development of proprietary tools both for UK and international use, exploring the opportunities of emergent channel platforms and studying broadly based topics like the impact of consumer-facing marketing on employee engagement and the mechanisms of word of mouth.

David was made a Fellow of the IPA in May 2014, having been an outstanding supporter of the IPA's TouchPoints initiative since inception in 2003, and was one of the contributors to the recently published IPA best practice guide *How to Evaluate the Effectiveness of Communications Plans*.

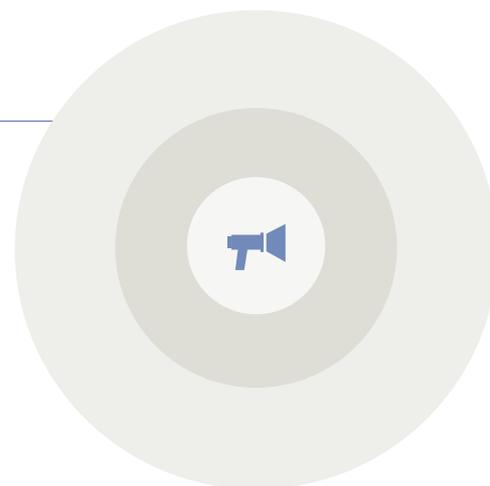
With contributions from:

### Vic Davies Senior Lecturer, Buckinghamshire New University

Vic started his career at advertising agencies Davidson Pearce, Y&R, and Ted Bates, and the Burson Marsteller and Ketchum PR agencies. He went on to spend 13 years at The Media Business (now MediaCom) as a full board director in charge of research and planning. In the 1980s he set up and ran his own research company, working for major advertising and telecoms clients as well as the European Commission, conducting research in the UK and across Europe.

Vic is currently the course leader on the Buckinghamshire New University advertising and PR degrees and its MSc in Marketing Communications. He has been part of a team from Bucks that has helped to set up a College of Advertising for the University of Business and Technology in Jeddah, Saudi Arabia and is also the university's representative on Edcom, the educational arm of The European Association of Communications Agencies.





## Introduction

by **Tom George**, Chairman, IPA Media Futures Group and Chairman, UK, Northern Europe and EMEA, MEC

### Why media is now a C-suite issue: media is the engine that drives the modern-day enterprise

The media budget has always been the largest single part of any advertiser's investment in marketing communications. But in today's increasingly complex communications eco-system, the effective deployment of media budgets can have an enterprise-wide effect, influencing everything from brand reputation and new product development to growth. To help explain the role media agencies can play in today's business world, the Institute of Practitioners in Advertising is publishing a series of papers under the umbrella title 'Know the Value of Media'.

Not that long ago, the allocation and implementation of a media budget was a relatively straightforward business. The audience would be defined, and its media consumption habits mapped out. Money would be allocated to a limited number of different media – say TV, press, outdoor, radio, search and online display.

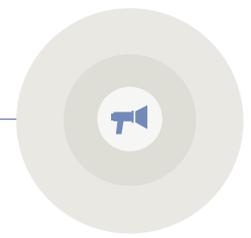
Over time, results would come in, be analysed – and the process would start again. It was, broadly speaking, a static exercise. Its effect was easy to measure and understand, but outside of functions like sales and marketing, of marginal importance to other parts of the client organisation.

Today, of course, it is radically different. The media landscape is not only bigger than ever, marked by dynamic and unpredictable change, but infinitely more complex and multi-dimensional. Consumers consume more media than before, from multiple sources. They create their own media too.

Automation and speed rule. A page takes 0.1 seconds to load, but in just a fraction of that time – usually less than 10 milliseconds – a highly complex set of decisions are made in which the browser's cookie is analysed and advertisers bid for, and serve, impressions.

Indeed, the definition of media itself is in a state of constant flux: not just social and user-generated media, but a proliferation of advertisers' owned media channels.

As the number of touchpoints has increased, so there has been a marked shift – as measured by IPA Effectiveness Awards winners between 2004 and 2012 – away from campaigns led by paid media towards those led by owned media (advertiser-owned channels) and those that are led by consumer participation and focusing on earned media channels.



Analysis of winning IPA Effectiveness Awards papers shows the average number of channels in use has risen from 2.4 to 8.9 between 1980 and 2012; in 2012, 85% of all winners used digital, up from 55% in 2004, and half the winners in 2012 used social media.

Media's complexity and continuous evolution underline the importance for clients of working with partners that fully understand all of it; have the capability to map out its impact both on the consumer and the client organisation itself; and provide actionable insight.

This is important because, amid the complexity, there is unparalleled opportunity. Allied to an increase in channel choice, digitisation of media and the rise of automated trading bring the holy grail of media closer: the right message, to the right audience, at the right time, and in the right place and context.

Nor is it hyperbole to suggest that media can play an enterprise-wide role. The key is the consumer data generated, not just by media spend, but all other forms of marketing activity. Much of this data belongs to, and is generated, by media owners, and significant amounts are generated by advertisers themselves. Data is also available from new-form data businesses such as comparison sites.

This data is also distinguished by its availability in real-time, allowing advertisers the ability to access instant feedback loops, and use that information immediately if appropriate.

In the right hands, and analysed correctly, this data can be used by advertisers to generate insight across a multiplicity of functions, including:

- Brand and corporate reputation
- Customer care and response
- Operations (particularly in the case of service and retail brands)
- New-product development and innovation
- Organisational structure
- Pricing and margins
- HR
- IT

The conclusion is clear: media is the engine that can drive the multi-functional, cross-functional workings of the modern-day enterprise and help drive long-term shareholder value.

This being so, it is also apparent that media is no longer the preserve of sales and marketing, but needs to be valued, embraced and understood across the organisation.

It also is imperative that advertisers look on media as an investment, not a cost.

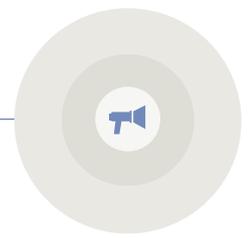
Getting it right, however, isn't easy. Many of the questions that need to be answered go beyond the historic analysis of media budgets and channel optimisation: what is social media for? What is the right balance between paid, owned and earned media? What is the role of participation-led media and consumer-centred co-creation? What is the right data? Who owns it? How do you join up, and extract value from, the multiplicity of available data sets? What are the right metrics? And what is the right investment in technology?

But simply having the numbers isn't enough. Pulling all this together in such a way as to allow organisations to make sense of it, and to react in real-time, requires something special.

A helpful analogy is that of the conductor and orchestra. The orchestra can play the right notes, but it needs the conductor to turn into a cohesive whole.

In this context, therefore, the role of media agencies is critical. As the guardians of all the connections between consumer and brand, as interpreters of data, they are the ones best placed to ensure effective and purposeful harmony.

It is to help understand the impact of these fundamental changes in the media eco-system that the IPA has initiated its Know the Value of Media project. Over the next few weeks, three papers will be published.

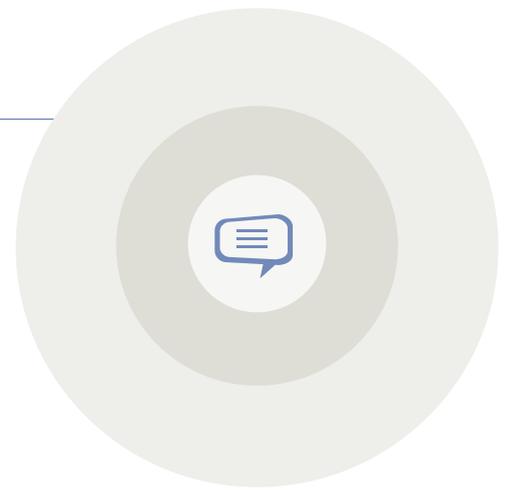


In the first, MEC UK's chief data officer David Fletcher looks at the key building blocks of data and integration of multiple data sets; the second, by Denise Turner, chief insight officer at Havas Media, maps out the current landscape and, using the IPA Effectiveness Awards database, examines the role of multi-channel integration; in the third, Andrew Willshire and Paul Sturgeon, respectively head of new initiatives at Data2Decisions and head of modelling and advertising effectiveness at Mindshare, look at how media has become a strategic tool that both communicates and delivers the brand promise, and the implications of this for client organisations.

The initiative culminates in November with an event, hosted at Google, where marketers and C-suite executives can explore the key issues with leading media agencies and owners.

There is much to stimulate and debate. The IPA Media Futures Group looks forward to your involvement. Find out more at:

[www.ipa.co.uk/page/value-of-media](http://www.ipa.co.uk/page/value-of-media)



## Executive summary

This paper explains how the convergence of computing, telecommunications and media content produces huge volumes of data that result from consumer connections with media and brands.

It describes a dynamic, continuously evolving, ecosystem, in which multiple sources of media data – ranging from the client's own data, third-party data, media owners and pure-play digital platforms – are available to advertisers.

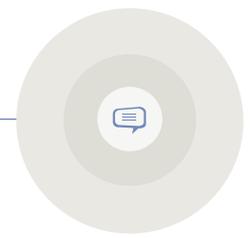
The challenge is to manage, interpret and extract maximum value from this data. For those that can, the potential benefits are significant.

The paper focuses, in particular, on media-owner data, and offers a checklist for brands working with media owner databases, and short summaries of 10 best-practice case studies.

- Marketing databases, per se, are not new. But today's databases are different in a number of ways, of which the most important is that they are dynamic, vast, and can be collected fast and continuously.
- Increasing computing power means it is simple to analyse and act on this data in real-time. For example, automated online advertising trading systems allow consumer data analysis, bidding and ad-serving in less than 10 milliseconds – comfortably within the 0.1 seconds that it normally takes a page to load.
- In this new world, the definition of a media-owner database can be expanded to include: the client's owned media assets, such as websites and social media channels; traditional media owners, such as broadcasters like Sky and publishers who collect data from their digital platforms; hybrid media-data businesses, including Experian, comparison

sites, and mobile phone companies; and digital platforms like Google, Facebook and Twitter whose advertising proposition is built on huge amounts of audience data.

- There are three key themes around databases: audience targeting, insight, and evaluation:
  - 1 **Targeting:** new platforms and datasets offer multiple ways of targeting. These include by demographics, location, behaviour, content matching and interest – as well as by combinations of these. Best practice case studies include Coca-Cola, Virgin Records, Renault and East Coast Trains.
  - 2 **Insight:** data itself does not deliver insight. Insight comes from the application of information and knowledge that brings fresh perspective on consumer behaviour and relationships with brands. However, the different ways data is collected affects its use as a means to gain insight. Clients must be clear about their objectives, but also how that any single database relates to others, to the client's marketing communications activity, and to competitor actions. Best practice case studies include Homebase, Morrisons and Lenovo.
  - 3 **Evaluation:** in theory, data from digital platforms can be used to assess the efficacy of communication activity in a relatively straightforward manner. However, given the growing use of multi-channel, multi-platform communications strategies (including non-digital media), meaningful evaluation is more complex. IKEA's work with EE data to evaluate Facebook, and PHE's use of Dunhumby data to evaluate Change4Life serve as best practice examples.



Advertisers also need to understand that there can be significant differences between databases that can make analysis or integration, especially with an advertiser's own database(s) or in a dynamic manner.

Issues include: audience definition, data collection and platform, database functionality and analytical tools, data ownership, 'lake' databases (i.e. static) and 'river' databases (i.e. dynamic), date of origin of data, and consumer churn and linkage with 'offline' audience universes.

As Nick Dutch, head of digital at Domino's Pizza, noted in 2014, it is important for all involved

to remember: "You are accessing people, not a database."

The overarching challenge in working with data is one of maintaining perspective and this paper offers three non-exclusive methods for ensuring this: standing back from the data, contextualising the data against other categories and using research-based approaches to provide a consumer view of the category.

The paper also includes a 10-point checklist for brands planning to work with media owner databases.



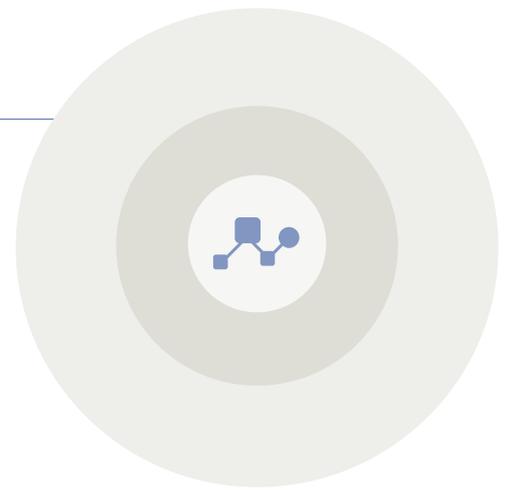
“ **Convergence represents a paradigm shift**, a move from the medium-specific content that flows across multiple channels, **toward the increased interdependence of communications systems**, toward multiple ways of accessing media content, and toward ever more complex relations between top-down corporate media and bottom up culture. ”

Henry Jenkins, *Convergence Culture*, 2006

“ Last year we collected **one billion rows of data** a week, now one billion rows a day. ”

Andy Gillham, *EE mData*, 2013

## Background and context to the project



### The driving forces of change

In 1979 Nicholas Negroponte, of MIT's Media Lab, conceived his now famous convergence model that foretold how the technological world we now inhabit would emerge from the then separate worlds of computing, telecommunications and media content.

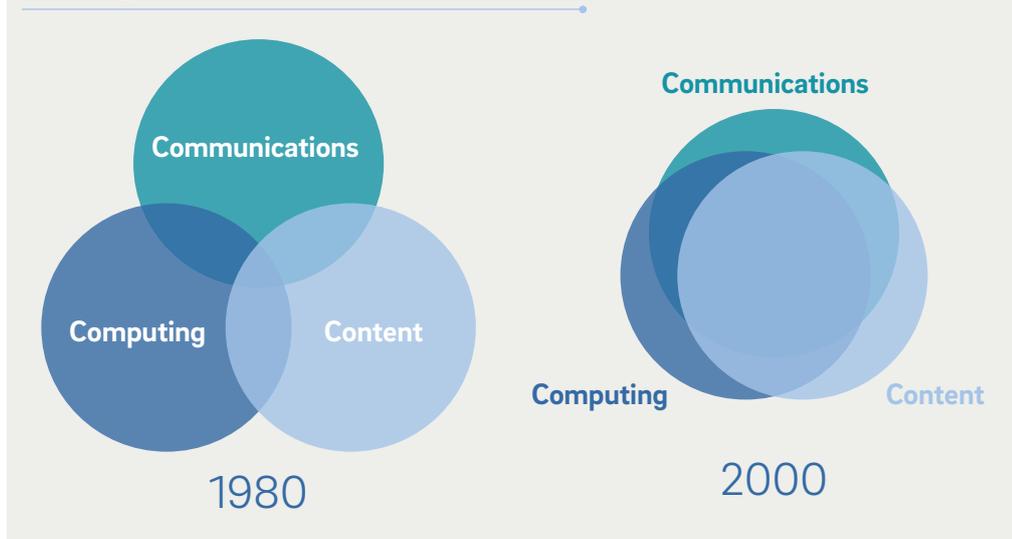
Set out like this the world looks static, as if the state of convergence produces a new state of equilibrium. But it is not.

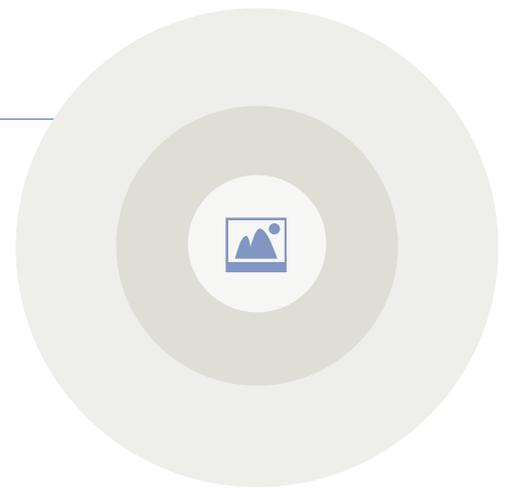
To truly understand the impact of this model we have to go even further back to a paper published in 1965 by cofounder of Intel, Gordon Moore. In this Moore predicted the dynamic driver of technological change in the shape of Moore's Law, (Moore, 1965) that sees the processing power of the microchip doubling every two years, which in turn creates the conditions for the constant evolution of technological platforms and how they can be used.

Thus convergence is powered by an ongoing force of change of Negroponte multiplied by Moore.

The change wrought by this combination has been described as 'disruptive' (Bower and Christensen, 1995) and 'game changing' (Kay, 1989). In this respect the nature and impact of these changes is an exponential wave, not an incremental straight line. Moreover, this converging world's dynamic structure feeds off its own ability to produce and provide the means to consume the product of convergence, namely growing amounts of digitalised information in the form of large scale data, collection, i.e. so called 'big data'. The positive feedback loop that results drives yet more change: data creates applications; applications create data.

### Negroponte's Convergence Model





## The IPA and media in a time of change

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To facilitate an understanding of the impact of these changes, the IPA is producing a series of papers seeking to put into context the key elements of this evolving world as they relate their potential impact on managing media campaigns. The first of these covers the building blocks of data, namely:

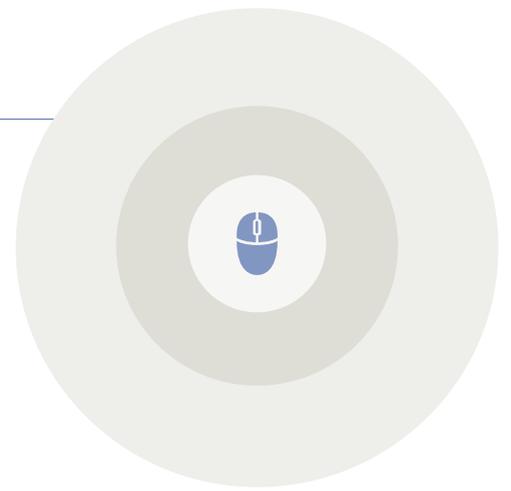
**The Big Opportunity: Audience Research Meets Big Data**, IPA, 2013

**Data Integration Explained**, IPA, 2014

A third paper examines how media is used and what guidelines and best practices can be observed:

**How to Evaluate the Effectiveness of Communications Plans**, IPA, 2014

This paper adds to these published works and sets out to examine the emergence of a new form of information derived from the digitalisation of media, in the form of digital databases.



## Data: new vs. old

As anyone who recalls the heyday of the Readers' Digest will attest, there is nothing new in the concept of a marketing database. What is new is the speed and simplicity by which data can be collected, and sophistication and fluency by which data can be analysed. The dynamic nature of convergence plus the continually increasing power of technology also mean that both the amount of data collected is greater, and it is collected on a continuous basis. This creates the potential for distribution into business processes and structures, which in turn need to be understood and managed. Almost all service businesses, from fast food to finance, are at least to some extent now digitally mediated.

Despite – or perhaps because of – the complexity of the digital ecosystem, decisions are increasingly automated and at incredible speed. In the 0.1 seconds that a web-browser 'paints' the page for a user, the ecosystem goes through a highly complex set of decisions in which advertisers bidding for an impression return a bid on the basis of the browser's cookie in a further fraction of that time (typically less than 10 milliseconds) before the ad is finally served.

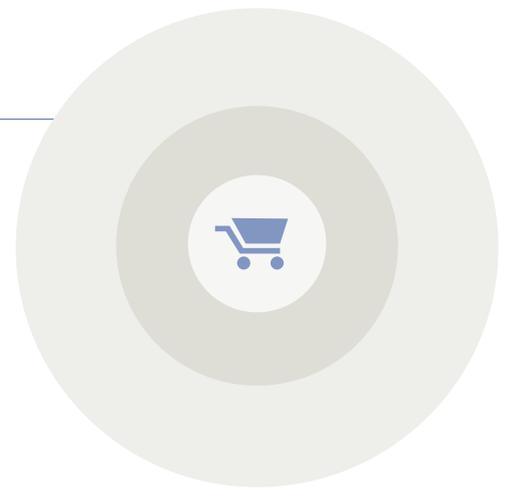
The development of digital devices via Moore's Law from just a means of communication to that of connection and dissemination of content (Negroponte's convergence) creates the ability to collect and analyse growing quantities of data, which can be used as a marketing tool, whilst allowing anyone to become a 'media owner' via a website, an app, or blog.

Traditional media owners have always had an ability to collect data via their subscription base, Sky being a prime example of this. Many magazine publishers have also done this, albeit on a smaller scale, whilst newspapers such as The Daily Telegraph have been developing their subscription sales since the 1990s.

However, changes in the technological landscape have enabled traditional media owners to extend their brand beyond their original format platforms of print or broadcast to a variety of digital formats, across a range of consumer-facing digital platforms. This began with the development of websites and now covers most formats that a media owner believes its target audience might use, from social media to apps, from text to video content. All of the sources owned by the media owner will accrue data, which in turn provides the facility to earn connections on other data platforms. This in turn enables these media owners to seek to market access to their audiences via the use of their own bespoke databases, across these different content and technological device platforms.

The ability to collect data has also enabled other types of companies to become, if not 'media owners', in the traditional sense, then certainly 'data owners', who can and do offer the facility to access and use data they collect as part of their main business operations. Here again we see the impact of convergence in terms of blurring the lines between the traditional media owner and other types of organisations with access to data.

Entrants into this market place are mobile phone companies, operating under the banner of Weve, comparison shopping sites, such as MySuperMarket, and the data collection and analysis company, Experian. Data and its use is also the life blood of organisations such as Google, Facebook, Twitter and other social media platforms, who are increasingly seeking to develop the marketing opportunities their platforms provide via the large amounts of data they hold on their users.



## Media and data owner databases

All of these are increasingly capable of offering access to large databases, often combined with an ability to link these to other data sources, such as a client's own customer database, web analytics data, or external data such as Kantar Media's TGI survey data.

Thus the development of digital databases present new opportunities to work with media and data owners, but as Thomas Davenport states:

**"The point is not to be dazzled by the volume of data, but rather to analyse it – to convert it into insights, innovations and business value"**

*Thomas H. Davenport, Big Data@Work, 2014*

But how can the data from these providers be used effectively? How do these data providers allow for transformation in the key marketing disciplines of audience targeting, insight and evaluation? Do these resources replace, augment or enhance pre-existing data-sets?

And finally, what should we make of the potential afforded by ever expanding data and ever faster processing? As Bhaskar Chakravorti suggests in his book *The Slow Pace of Fast Change*, markets and wider society simply can't keep up. So, as well as Moore's law, there is a 'Demi Moore's Law':

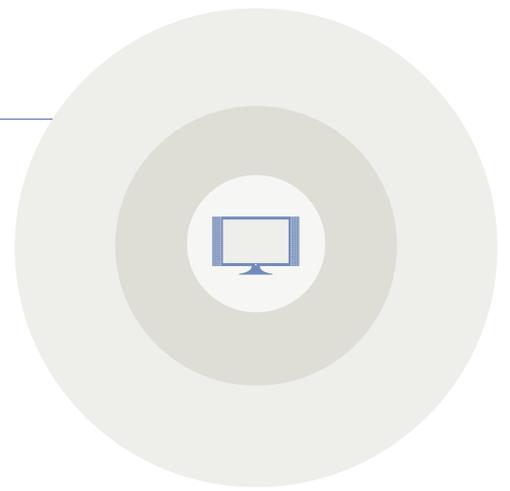
"The point is that while Moore's law tells us how quickly computing power doubles, because of the slow pace of fast change, the pace with which such improvements in technology translate into real impact in the market happens – as a rule of thumb – only half as fast. Thus: Demi Moore's law."

### Research into media owner database use

Given the emergence of these databases and the potential to use them, the IPA has undertaken research and analysis of the major data players to answer some of these questions. Alongside the IPA work on Big Data and Data Integration, it is hoped that we can provide sound guidelines when approaching the use of these new database opportunities.

This paper sets out a summary of this research, including both principles and examples of best practice and noting the limitations or challenges advertisers should be aware of when looking to use data.

The core opportunity for advertisers is to reach audiences with greater relevance and engagement through superior targeting. But targeting is only the central part of a broader process that also includes generating insight into consumer behaviour and the evaluation of communications effectiveness. Data has a re-invigorated role in these aspects as well.



## Data and targeting

One of the most immediately obvious attributes of digital technology is its ability to target your communication more precisely. The initial manifestation of this was via the website, which provided a platform to capture data on users, often via the use of old style market research questions centred on demographic information, sex, age, etc. This type of information often provides the source material by which web-based data of this type can be linked, or fused with information from other data sources, such as Kantar Media's TGI survey.

However the development of mobile technology platforms, such as smartphones and tablets, and a widening of different types of content (social media,

apps, etc.) has added exponentially to the volumes of data that can be used as targeting definitions – dramatically affecting the precision with which audiences can be defined.

In recent years industry awards have started to recognise innovative use of data to inform targeting and media vendors have built scalable routes to market for advertisers. Examples here include mass personalisation (4oD and Coca Cola), ultra-specific targeting (Sky and East Coast Trains), targeting with context as well as audience (Weve and Virgin Records) and the use of response to drive continuous improvement (Facebook and Renault).

### CASE STUDY

## Channel 4 and Coca-Cola

### Commercial TV Network

Coca-Cola's 'Share a Coke' campaign tapped into the first party data of Channel 4's 11.5 million registered 4oD users. Through adapting an existing ad format Channel 4 were able to incorporate some of the user's registered data into the ad, wholly within the 4oD platform. At time of writing the ad has been seen four million times and has achieved 10x the interaction rate to a standard 4oD ad, and over 2x more than the average iVod ad formats.

Channel 4 strongly felt the need to point out how they used this data, despite this being in 4oD's 'viewer promise' – the explicit agreement they have with viewers on how their data is used. By incorporating a button on the top left of the execution users were invited to find out why their name is visible (as they are logged in to 4oD) – and some 22,000 people clicked to date to find out how.



VIEW ONLINE





## CASE STUDY

## Weve and Virgin Records

[VIEW ONLINE](#)

### Mobile Phone Company

To drive iTunes downloads of Avicii's single 'Wake Me Up', Weve sent 8am "time to get up" MMS messages to smartphones of users on the basis of both demographic (16-34) and interest filters (dance music fans), the latter being gathered directly from analysis of users' web behaviour. The message linked directly through to iTunes where consumers could download the track and 9.7% of recipients responded.



## CASE STUDY

## Facebook and Renault

[VIEW ONLINE](#)

### Social Media

Renault were looking to generate new leads from a free insurance offer on its Clio and Twingo models. Harnessing Facebook's custom-fit advertising solutions, Renault was able to build a feedback loop into the targeting to improve performance. Initially broadly placed advertising generated conversions which were then profiled to drive the targeting of

subsequent activity. Combining conversion pixels and oCPM optimisation with page post ads in the news feed, Renault fine-tuned its advertising as well as its targeting. After testing different copy and images, the brand then optimised based on which was working best, generating a 2.8x improvement in cost per acquisition and achieving results at significant scale.

## CASE STUDY

## Sky AdSmart and East Coast Trains

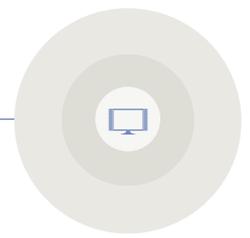
[VIEW ONLINE](#)

### Commercial TV Network

East Coast Trains (providing mainline services from London to Edinburgh) were looking to drive increased ticket bookings via their website from new and existing customers in two specific regions - Newcastle/Sunderland & Edinburgh. Combining location with household level data on affluence, East Coast were able to serve 10" TV spots communicating their 'Feel at Home' campaign offers for Newcastle to London and Edinburgh to London respectively. East Coast were able to send different creative executions to 35,000 homes across the



different cities, ensuring the message resonated with the specific audience, and analysing ticket sales data against delivery proved an uplift in sales of 26%.



## We can now target by:

### Demographics

Using standard classifications (e.g. sex, age, occupation, terminal education age) such as those used in studies such as National Readership Survey, or classifications defined by the digital operator themselves.

### Location

This may be static data, collected via a survey-type question (e.g. address, postcode) - the same as demographic information. Or it may be linked to tracking material that enables a mobile device's real-time location to be defined.

### Category

This may be collected via an individual expressing interest in a particular subject area, by them joining or using a site, or it may be as a result of passive tracking via cookies what someone has used.

### Content Matching

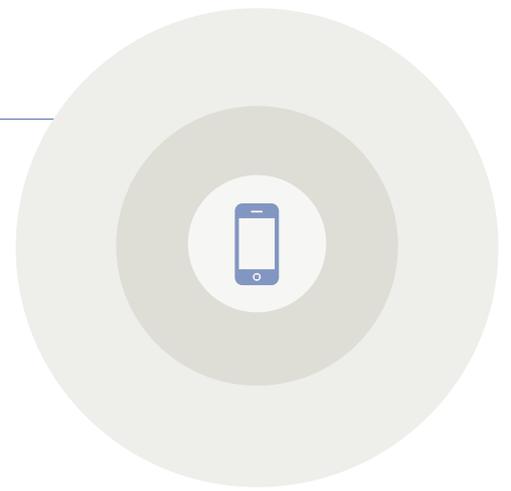
Here a message can be targeted based upon an individual viewing a particular page with particular content on which the message is placed. Ads can then be targeted to the same person when they view similar content.

### Behavioural

Profiles of interest can be built up by tracking web behaviour down to page level, and this information used to target the same user in different online locations. The difference between this and content matching is that of tracking which sites are visited. For example, if someone looks at property sites after looking at a mortgage site then we could target a mortgage ad to those property sites.

### Retargeting

Someone may visit your site, but leaves without having made a purchase. You can then target these individuals with tailored ads as they browse other sites.



## Data and insight

Simply having data does not automatically deliver insight. Data is the start of the journey, insight the destination, with information and knowledge as the way stations in between. So what do we mean by 'insight'? There is no single, all-encompassing definition. If there were then gaining insight would be easy, it could be reduced to a formula. Here are two definitions that would seem to best encapsulate what insight should mean:

**"Consumer Insight: a revelatory breakthrough in your understanding of people's lives that directs you to new ways in which to serve your customers better."**

*Helen Edwards, Partner, Passionbrand, 23rd July 2013, Marketing Magazine*

**"An insight is a fresh perspective on the relationship between people and brands that offers an opportunity for brand growth."**

*Denise Turner, Managing Partner & Chief Insight Officer, Havas Media Group, 2014*

Therefore, gleaning information from any data requires the application of knowledge and a clear understanding of what exact objectives you have set to examine the data against. This is made more complex by understanding that the manner by which data is collected may influence your ability to gain insight from it. The examination of knowledge gained via traditional market research methods always carry caveats in relation to the methodologies used to collect that data. The instantaneous nature of data as a by-product of other actions, (such as searching on the web, or buying online) might negate the clip board, but it does not remove the need to apply the same rigour in questioning how the data was collected and against what objectives it is being evaluated. Nor

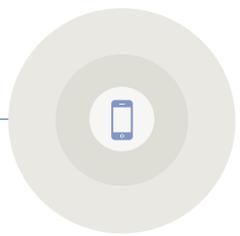
does it remove the need for the interpretation to discover exactly what meaning or implication can be drawn. As one of the people behind Tesco Clubcard put it:

**"Using data to help run stores better was an admirable idea... The challenge was to use intellectual agility to accelerate learning and put insight to work as soon as possible."**

*Clive Humby, Scoring Points, 2003*

This underlines that data collection alone does not automatically result in insight, for that an organisation requires expertise and guidance within its own organisation and from its advisers.

It is also worth segmenting the insight available from 'media' data. In our research, the majority of examples of insight were primarily applicable in improving the impact of that data provider's own channel, such as in the SkyIQ-Homebase case study on the next page: TV insight improves TV deployment. Rarer but increasingly beneficial examples were where the application was beyond the data provider's own channel - Morrisons' use of Telefonica mobile data in defining store catchments had application beyond mobile, as does Posterscope's use of EE mData to define optimum areas for out of home advertising.



CASE STUDY

## Sky IQ and Homebase

VIEW ONLINE

### Commercial TV Network

Homebase used Nectar data as a bridge into the Sky IQ viewing panel. Analysis of some 190,000 Homebase customers on the 500,000 Sky IQ panel allowed for deep analysis of TV viewing and ad response at segment level. In three particular

customer groups, advertising response was 26% higher than the remaining segments, allowing for optimisation of targeting and overall performance gains of around 5%.



CASE STUDY

## Telefonica and Morrisons

VIEW ONLINE

### Mobile Phone Company

Morrisons' objective was to increase the number of people who shop at their local Morrisons store. Morrisons used Telefonica's GPS data to match shoppers to home locations and thus analyse the potential catchment areas for their stores and to see how far potential customers would be willing to travel.

The insight drawn was the definition of 'sweet spot' areas where a certain number of residents were already shopping at Morrisons and there was scope to increase the number of other people in the area who would be prepared to visit their nearest store. Coupons sent to those homes ensured that the vouchers were used by new customers rather than just existing customers and a 150% increase in the number of new or reactivated customers was generated in execution.





CASE STUDY

## EE mData, Posterscope and Lenovo

[VIEW ONLINE](#)

### Mobile Phone Company

Mobile data from EE mData was used to gain insight into consumers' movements and location-based digital behaviours when they were on the move, to decide what OOH media sites to use.

Results from a campaign for Lenovo during the trial, which featured a control group and group optimised

by EE data, discovered that unprompted advert awareness was up 200% and online searches were up 150% when EE's anonymised and aggregated network usage data was used to optimise OOH media selections.

CASE STUDY

## Guardian and mobile telecoms brand

### National Newspaper

Using the Guardian Response+ platform a campaign for a large telecommunications brand was used to drive sales. 29 million impressions were run across the Guardian's website, Guardian Select and also the Guardian Select + network, profiling the customers who had signed up for a new mobile contract,

allowing targeting of statistically similar 'twins'. Through optimisation of contextual, behavioural and look-a-like strategies, eCPA was reduced by 83% over the course of six weeks.



## Data and evaluation

As the previous case studies illustrate, a key benefit in using data to target in digital platforms is that the platform itself may provide a direct means of delivering tangible results derived directly from the placement of a communications message on that platform. This may range from the ubiquitous click,

to a 'like' on social media, through to a definitive request for further information or to an actual sale.

However, as with the examples on insight, the new generation of data providers can also provide evaluation beyond proof of their own channel.

### CASE STUDY

#### EE mData, Facebook and IKEA.

##### Social Media and Mobile Phone Company

IKEA were looking to prove the effectiveness of Facebook advertising in driving store traffic. To do this they matched Facebook usage and EE mData to measure the uplift in visits to the IKEA store in Cardiff from those who had seen targeted IKEA adverts on Facebook. The evaluation worked by using EE data to define random test and control groups for the Facebook activity. Facebook ads were served to all users in the defined target audience with a mobile device ending in an even number, whilst those in target but with a mobile device ending in an odd number saw no ads; generating an effectively perfect matched sample for testing.

The results showed an 11% average increase in store visits among more than 172,000 people who were served adverts, compared with an otherwise identical same-size group that had not seen the adverts.

VIEW ONLINE





## CASE STUDY

## Public Health England Change4Life and Dunnhumby

VIEW ONLINE

**Data Provider**

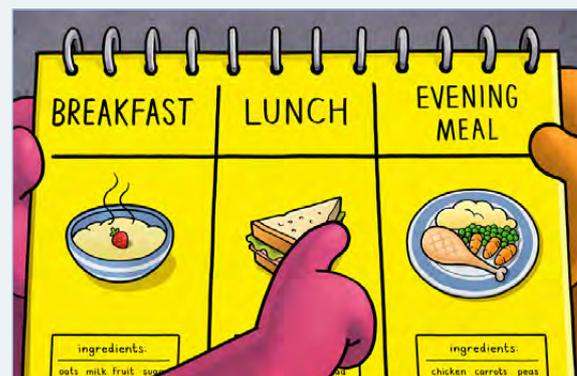
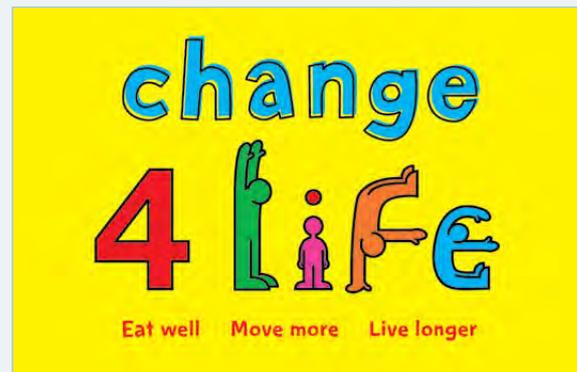
Change4Life is the government's flagship social marketing programme run by Public Health England (PHE). It aims to prevent childhood obesity through encouraging everyone to eat well and move more. The evidence based programme uses a mix of TV, radio, press and digital advertising plus social media and PR together with an extensive stakeholder and partnership engagement programme which ensures the campaign reaches families via schools, children's centres, supermarkets and roadshows.

A core element of the Change4Life programme is to create campaigns that encourage people to register to receive a free tool which makes behaviour change easier (for example a free healthy recipe book). People who sign up are added to a CRM database.

Evaluating these campaigns is relatively easy from an awareness, attitude and response perspective. However, measuring behaviour change (i.e. people changing behaviour because they signed up to Change4Life) across both the short and long term is much more difficult.

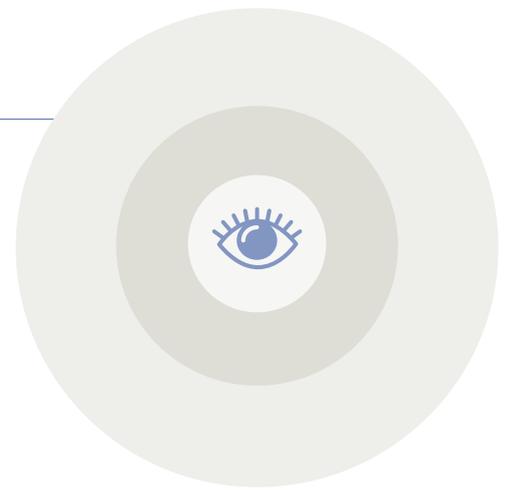
To overcome this challenge PHE turned to a data partnership solution. PHE partnered Dunnhumby (the company that holds all data from the Tesco clubcard) to analyse the purchase behaviour of households who joined Change4Life in response to the 2013 campaign in which respondents received a Meal Mixer booklet.

Dunnhumby created a test cell of 50,000 clubcard holders who had received Change4Life Meal Mixers and a matched control who had not. Dunnhumby then compared purchasing behaviour for the 13 weeks and 26 weeks post-campaign. The analysis showed positive differences in eight product categories, all of which were featured in the Meal Mixer.



Over the first 13 weeks, Change4Life households bought fewer high sugar drinks and pizzas and bought more reduced fat cheese, 1% milk, low sugar drinks and fresh fruit. At 26 weeks, some of these trends had decayed, with purchase behaviour in the test group identical to the control for full fat cheese, high sugar drinks and pizza. However, the variance against the control had increased for reduced fat cheese, low sugar drinks and fresh fruit and was still visible (albeit at a lower level) for semi-skimmed milk and 1% milk.

The data partnership gave Change4Life hard behavioural data which clearly evidenced that engaging with the Change4Life programme can have a positive healthy impact on purchasing behaviour.



## Challenges in using data

Whether in the core media *raison d'être* of consumer targeting or the associated tasks of insight and evaluation, the new generations of media-based data present the same set of challenges.

Many of these are generic to the challenges of 'big data'. The upside is that very high volumes of incredibly specific data presents the opportunity to respond at scale on a customised basis. But what remains less universally the case is whether the data covers all or only a part of consumer behaviour in a category.

The questions to ask first are: 'am I seeing the whole picture?' 'Do I have perfect visibility of a microcosm of my market or just one, skewed segment?' Frequently we can see all of the interactions within one channel but are rarely able to see the impinging influences of all the other influences. This is particularly necessary in assessing the veracity of data for insight and evaluation purposes.

In targeting, the analogy is the same but approached from the other end – 'what picture am I looking to paint for my brand?' If the proposed activity is perfectly formed in its control of audience, timing and context, it may also be too small to shift the dials of the brand as a whole. And whilst the proliferation of devices and the industrialisation of sale data offered by media vendors makes scale more available, the question remains – 'is the scale of impact sufficient to justify investment of money, time, effort and creativity?'

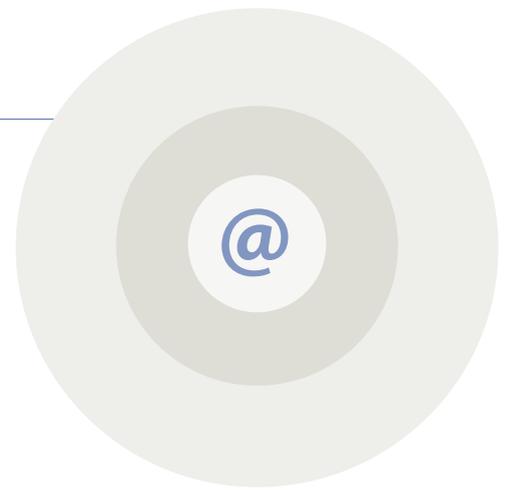
In general there are three non-exclusive routes to maintaining perspective.

**1 Stand back from the data.** It's enormously tempting to get cookie or respondent-deep with large data sets. Always zoom back from this data

and ask yourself whether there are factors that you can't see. It may well be that digital advertising has given us a new lexicon including 'last click' but we should be similarly wary of 'last exposure' and the perennial issue of correlation and causation as different entities. Look for repeatable patterns; factor in regionality, seasonality, time of day and day of week as dimensions in analysis.

**2 Stand aside from the data.** Look to see whether the patterns you see in data are supported by external research which aid interpretation. You may well see your digital traffic as mobile in the morning, desktop in the day and tablet in the evening – in which case the pattern follows how people are rather than how your category is per se. How does your category sit against adjacent categories? Remember that analysis is fundamentally comparative (indeed, there's a whole branch of psychology dedicated to the notion of human beings as comparative animals).

**3 Start from the other side.** For all that you can extract from data and repurpose data for marketing messages, always make time to deliberately re-orientate yourself from the consumer's perspective. This is not the same as having a 'single view of the customer' in terms of reconciling customer records across channels – as that's still your view of the customer. Equally important (or perhaps more so) is the customer's view of you. Traditional research disciplines, both qualitative and quantitative, digitally enabled or human focussed, still very much have their place.



## Conclusion

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Media databases can provide a new and dynamic form of utilising a media brand, but in an age of media complexity they are no silver bullet. The key element here is that one of the points of differentiation between these digitalised databases is an ability to use them aligned with the dynamic nature of the media brand and/or the technological platform they are being accessed from. Seeing them only via the old fashion prism of a static database 'list' is to misunderstand their potential.

But the very dynamic nature of digital means that these databases are 'rivers' of data that require understanding of how to use them both in isolation and in terms of how their use can be integrated with other marketing communications activity.

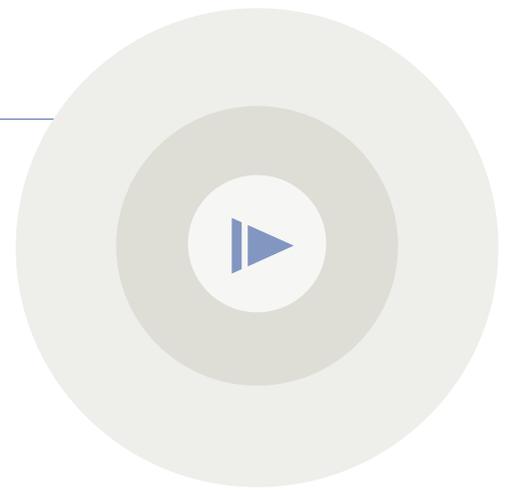
On the next page is a list of guidelines that we have compiled based upon research into a sample of different types of media and digital owner databases, details of which can be found in the appendix to this report.



## 10-point checklist for working with media owner databases

Based upon our evaluation we have drawn up a set of 10 key points that need to be observed when planning to work with media owner databases.

- 1 Does the structure and segmentation of the data represent your target audience and that of the media brand overall?
- 2 How is the data validated and how often is this done?
- 3 Is information available on how and when the database audience interacts with the media brand by different types of technological platforms? (e.g. mobile vs. tablet, website vs. social media)
- 4 Will you be allowed access to analyse the raw data or to just pre-packaged segmented information?
- 5 Who will own the data?
- 6 Are the target audience definitions and segments available in the database similar and large enough to enable data fusion to take place?
- 7 How rapidly is the database growing and can you audit variations in size and profile, between the time of planning and the use of the database?
- 8 Will data be available to overlay with data from third parties, and in what form?
- 9 Will information be available on other party's use of the database at the same time?
- 10 When I stand back and stand to one side of the data, and when I start with a consumer perspective, does engagement with this data still make strategic sense for the brand?



## Appendix

### Research Objectives

#### Overall

- The research has been devised to support a broad objective of an examination of the new data landscape and the opportunities it presents.
- A critical factor in carrying out analysis based upon this was to highlight, both the limitations of individual data sources, and the incremental gain of putting data sources together.
- Implicit in this is the requirement to use a neutral source to do this, both as a collectively entity at an industry level (setting benchmarks and validity tests), and at an implementation and usage level for specific clients, via individual media agencies.

#### Specific

- To segment the research by different types of data providers.
- To examine what type of functionality was provide via these data sources in terms of:
  - Insight
  - Targeting
  - Evaluation

### Research Methodology

We conducted a series of face to face interviews with managers from different types of organisations currently offering use of their data.

These were divided into the following areas:

- National Newspapers
- Magazine Publishers
- Commercial TV Networks
- Mobile Phone Companies
- Data Providers
- Search Engine Providers and Social Media

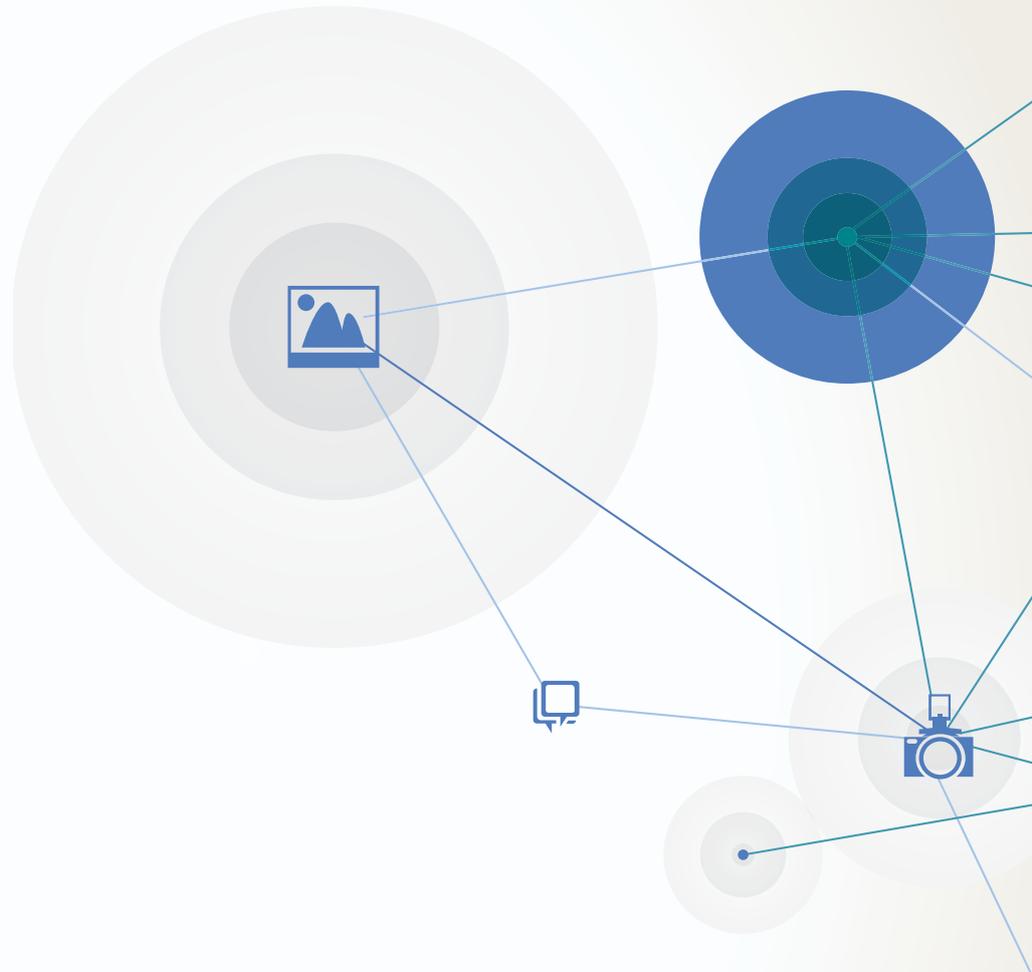
Research was conducted by graduates at New Bucks University under the guidance of Vic Davies.

We are grateful to the interviewees for their time and commitment to the project, including Telegraph Media Group, Guardian Media Group, Sky Media, Sky IQ, Channel 4, EE (mData), Weve, Hitwise/ Experian, mySupermarket, Dunhumby, IPC Media, Bauer Media, Facebook and Google.



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