ams
DATA DRIVEN DIGITAL OOH

# #DataDrivenDOOH

## 28 listopada 2023
## Warszawa | Online

## WSPÓŁCZESNA WIDOWNIA.
## Liczby vs Praktyka.

Partnerzy merytoryczni: alterdata.io, PUBLICIS GROUPE

Partnerzy medialni: NowyMarketing, chillizet, GAZETA.PL

Partner honorowy: iab polska

Akredytacja: DIMAQ accredited

Organizator: ams

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DATA DRIVEN DIGITAL OOH

## Mats Rönne

niezależny konsultant ds. marketingu,
przewodniczący Outdoor Committee

# OOH/DOOH and Cross Media Meaurement
## - the Swedish experience

Mats Rönne

Chairman, Outdoor Committee Sweden

OUTDOOR IMPACT

# The Swedish OOH market

- SEK 1 900 m (€ 170 m) 2022
  - +27% vs 2021
- 40% DOOH, 60% static
- 4% of total ad market
- 4 main media owners
- **Outdoor Impact** – audience measurement/campaign planning system
  - 2022: OI 2.0, totally new system
- No central trading system

- **Outdoor Committee** (OC) – JIC (Joint Industry Committee)
  - Sets standards for OOH audience measurements
  - Defines requirements for media planning system
- Outdoor Impact team – central project management and system coordination
- New: commercial project team with CMM framework

# Cross Media Measurement

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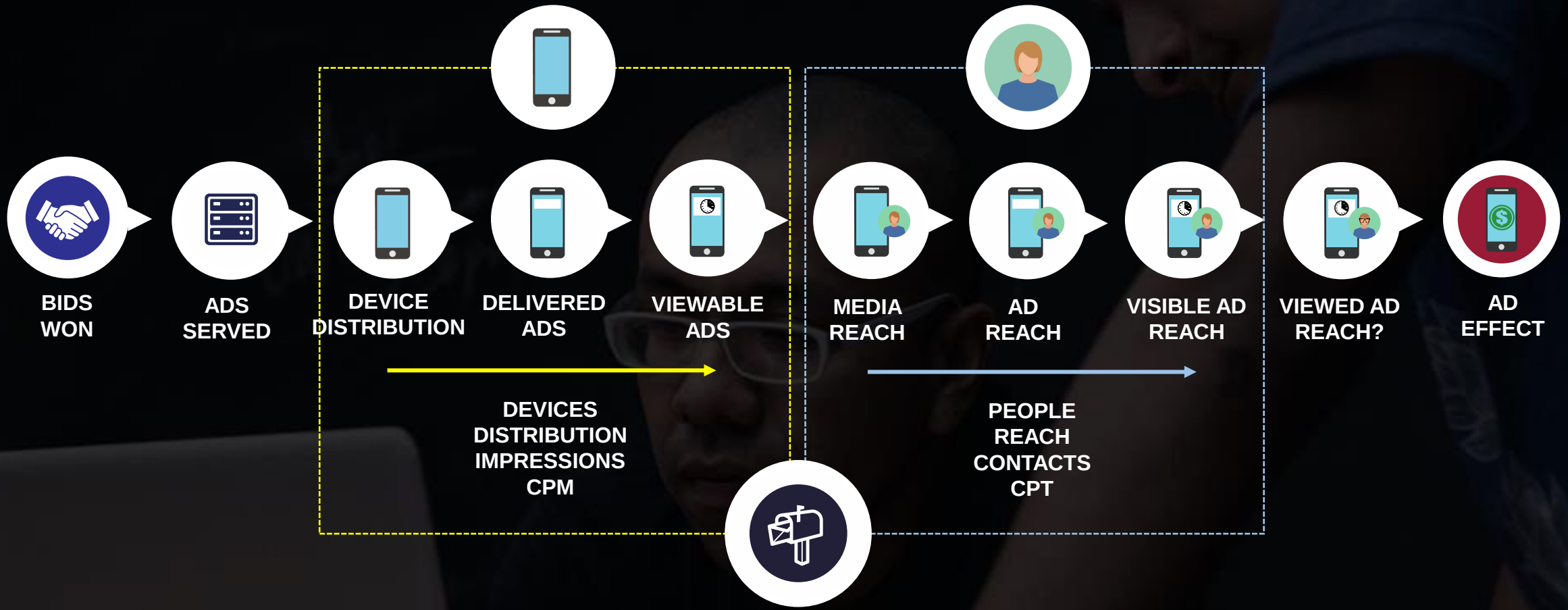
# CROSS MEDIA MEASUREMENT VALUE CHAIN

THE ”POST DELIVERY” PROCESS

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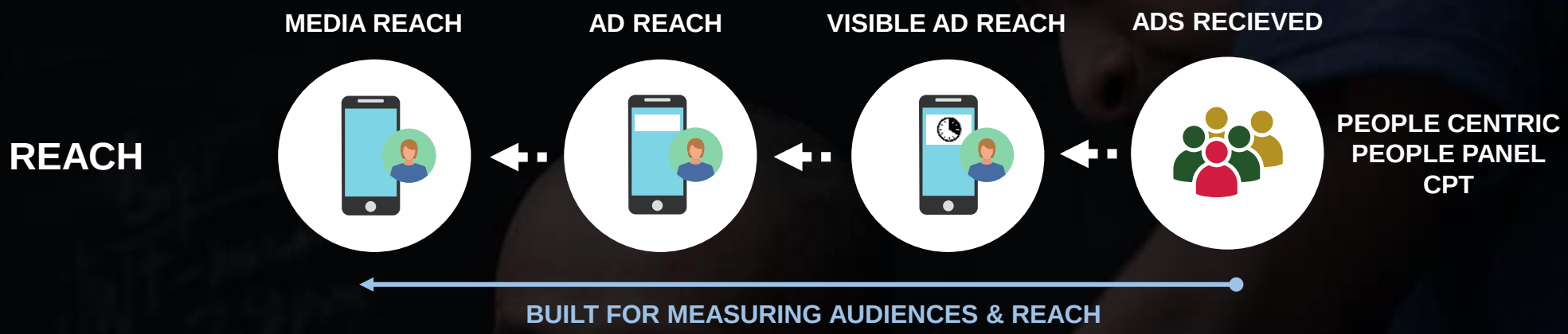
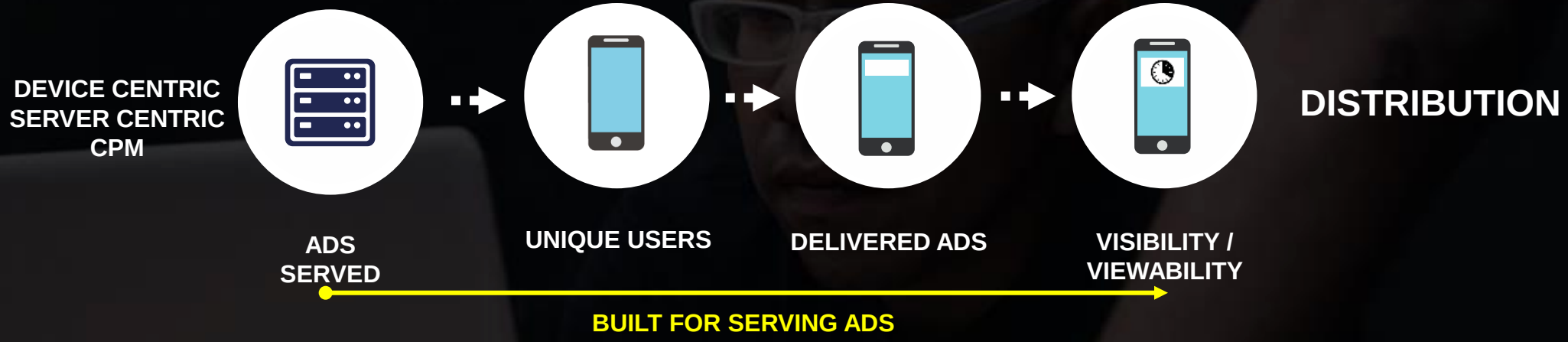
# THE ORIGIN OF THE PROBLEM

## SERVER CENTRIC VS AUDIENCE CENTRIC

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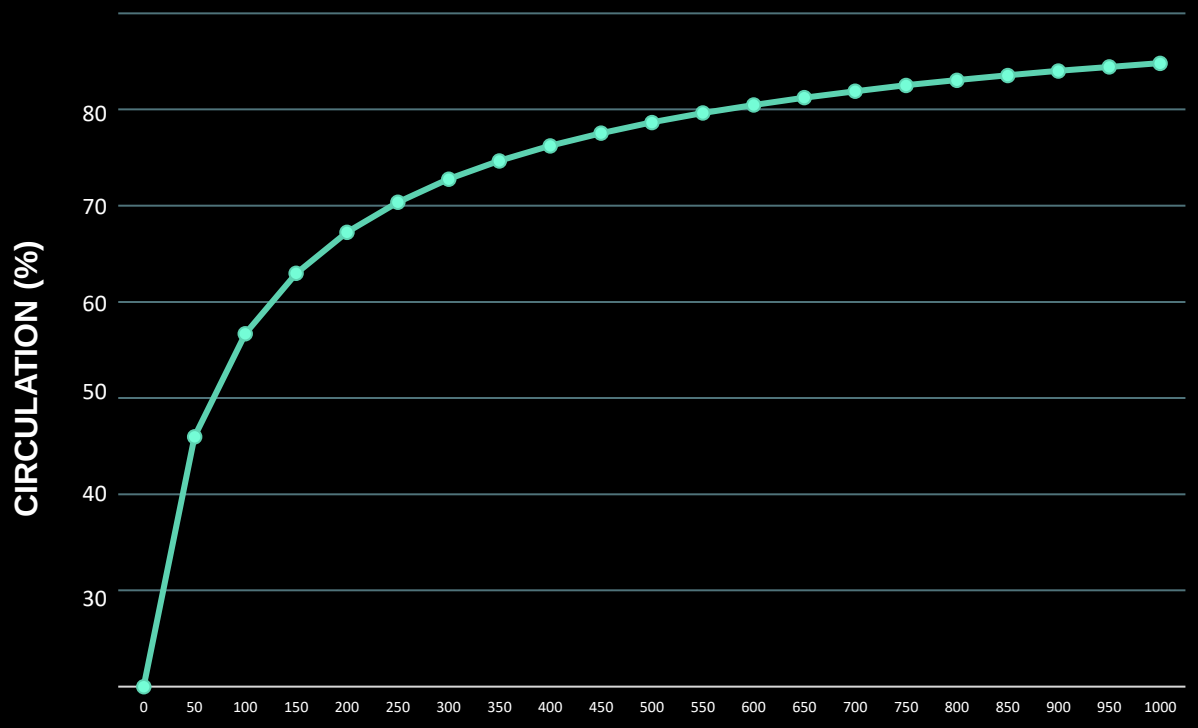
# WE MIX DIFFERENT CURRENCIES

## CIRCULATION | IMPRESSIONS | CPM




**DEVICE CONTACTS**
**IMPRESSIONS**
**CPM**

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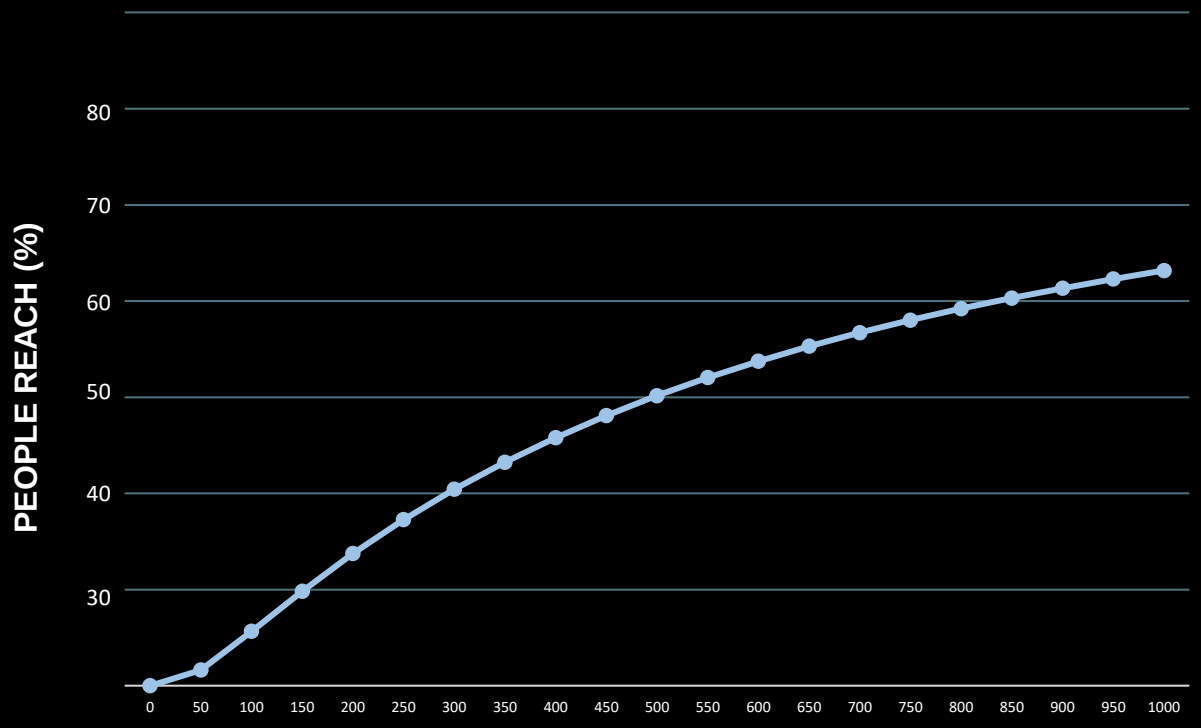
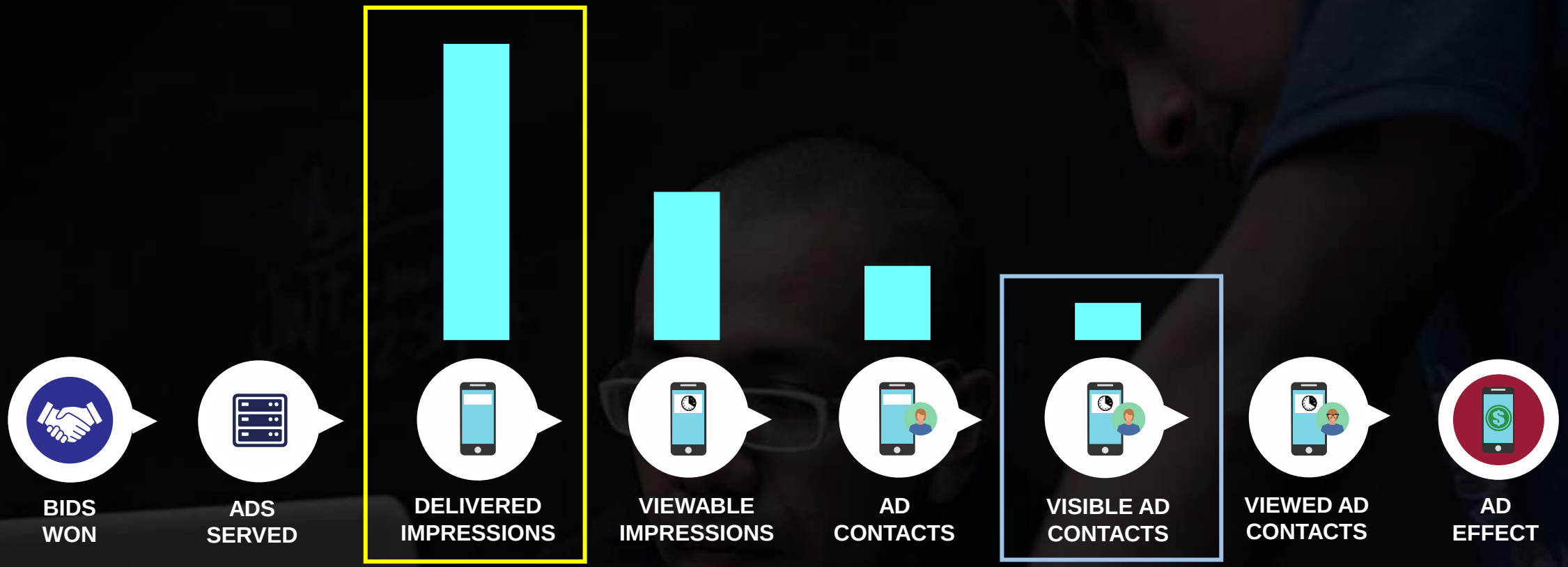
## PEOPLE REACH | CONTACTS | CPT




**PEOPLE CONTACTS**
**CONTACTS**
**CPT**

# WHY DOES IT MATTER?




**MORE IMPRESSIONS AT LOWER ”CONTACT” COSTS**

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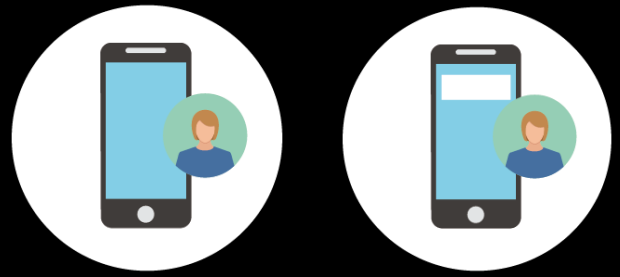
# THREE CONSTITUENT PROBLEMS

## 1

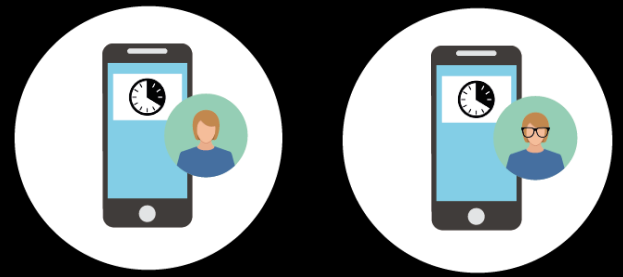
DEVICE REACH **VS** PEOPLE REACH

## 2



MEDIA REACH **VS** AD REACH

## 3



VISIBLE AD REACH **VS** VIEWED AD REACH

**NO COMMON DEFINITIONS, STANDARDS, MEASUREMENTS OR CURRENCIES**

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# Measurement problem or language problem?

*”The problem with words is that they don’t always say what they mean”*

Dennis Potter

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# Measurement problem or language problem?

Both!

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# Two Swedish cross-industry initiatives

## supported by advertisers, agencies, media and research companies

- The Effectiveness System
- 36 marketing effectiveness KPIs in six categories

- The Cross Media Measurement (CMM) initiative
- Advertising Value Chain across <u>all</u> media channels

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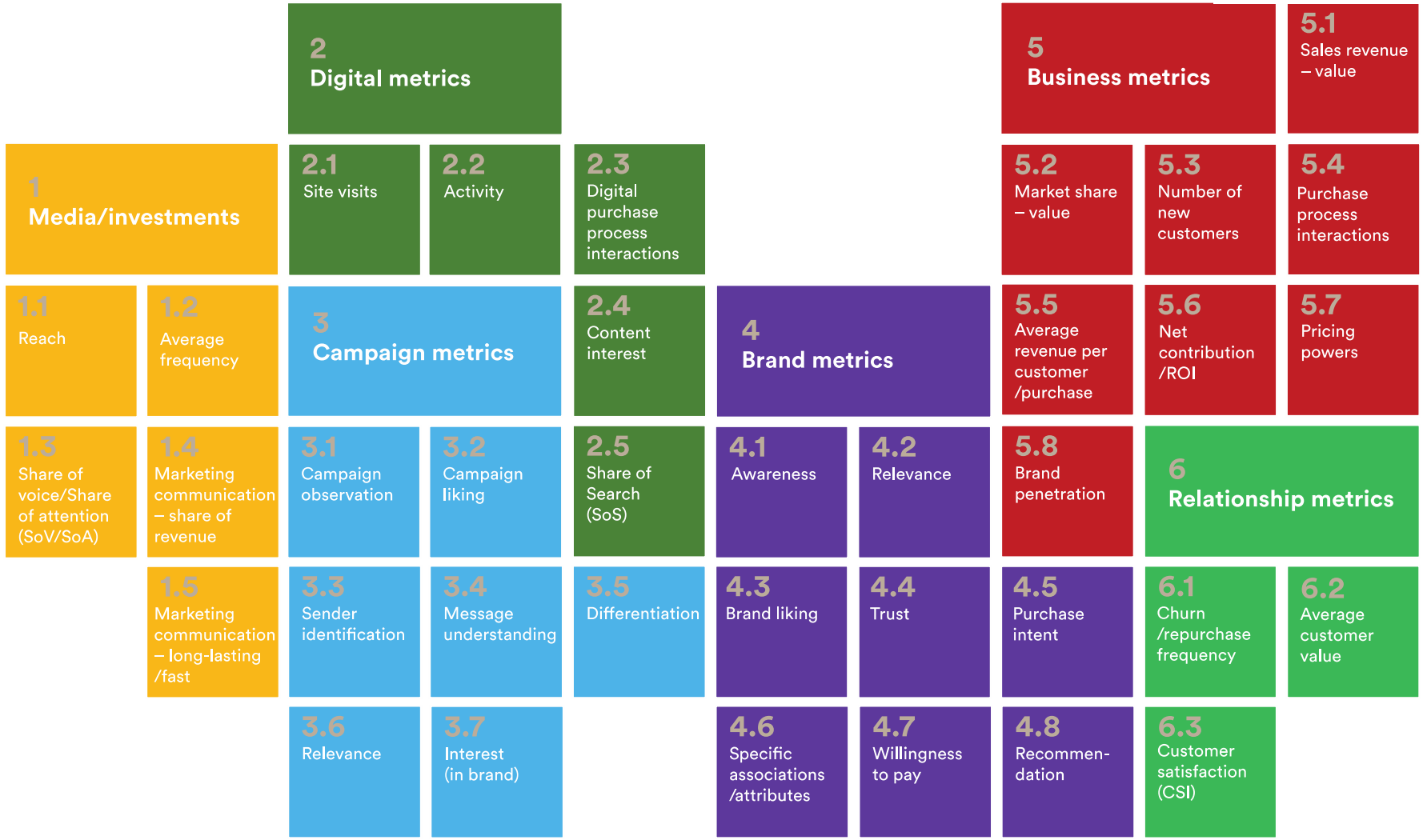
# The Effectiveness System 2.0

## Collection of metrics

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# Achievements to date

- The Effectiveness System
- 2800 trained since Sept 2021
- 1900 certified
- Version 2.0 in Sept 2023

- The Cross Media Measurement (CMM) initiative
- 600 trained since Nov 2022
- 500 certified

Increasingly common language and definitions
Marketing dashboard standards

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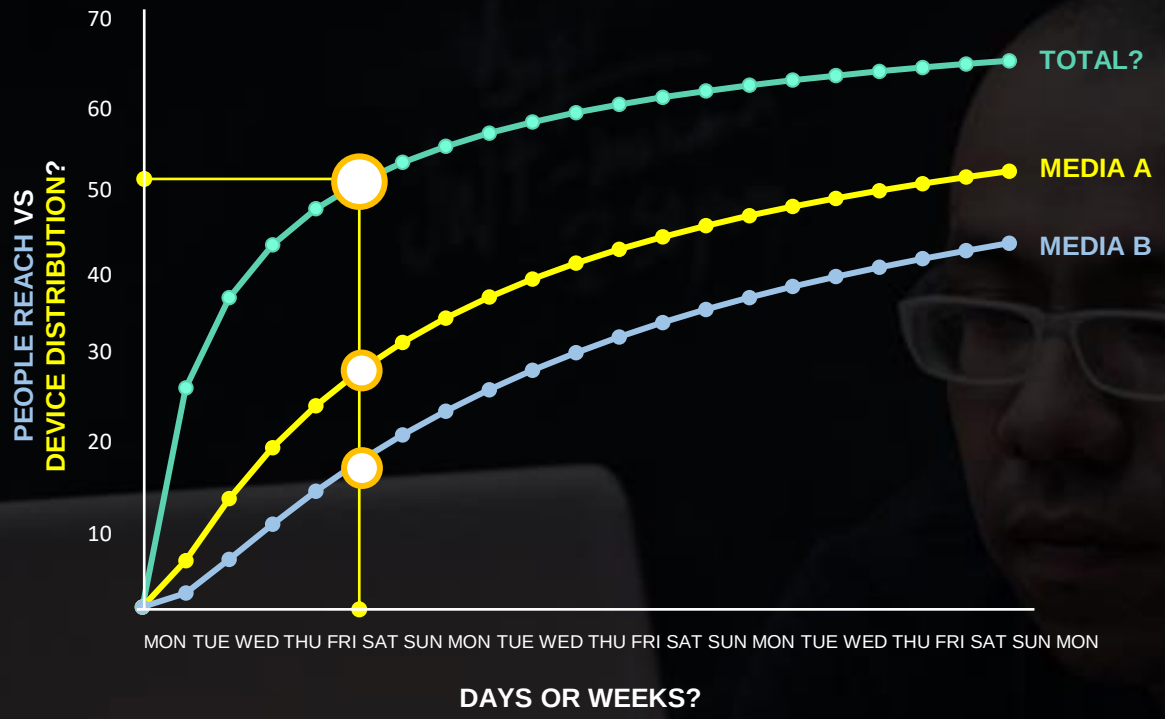
# CROSS MEDIA MEASUREMENT PURPOSE

## WE NEED THE SAME CURRENCIES FOR MEDIA PLANNING AND AD BUYING

### MEDIA PLANNING

**MEDIA A + MEDIA B = TOTAL MEDIA REACH?**




### AD REPORTING

**MEDIA A + MEDIA B = TOTAL AD REACH?**

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# CMM PRINCIPLES

1. ALL MEDIA, NOT JUST DIGITAL

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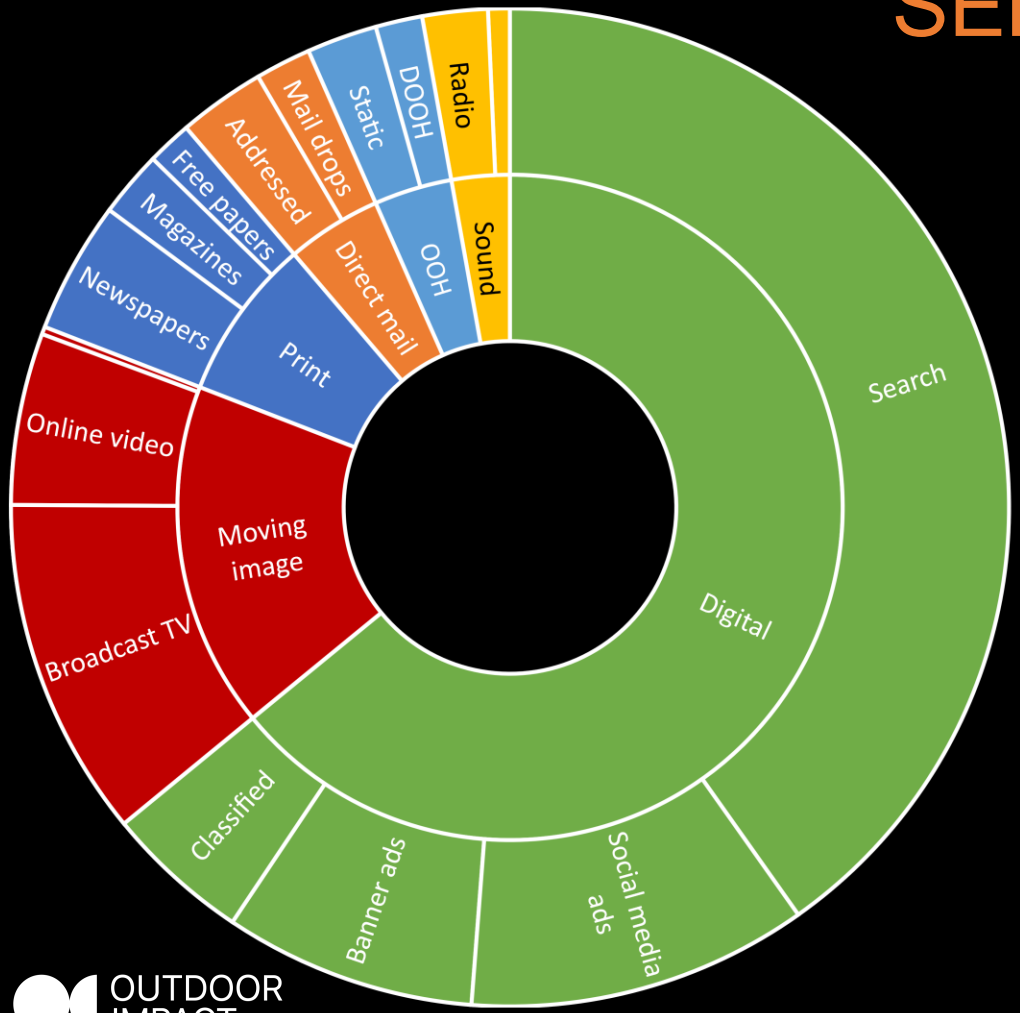
# THE SCOPE

SEK 49 500 m (€ 4 300 m)

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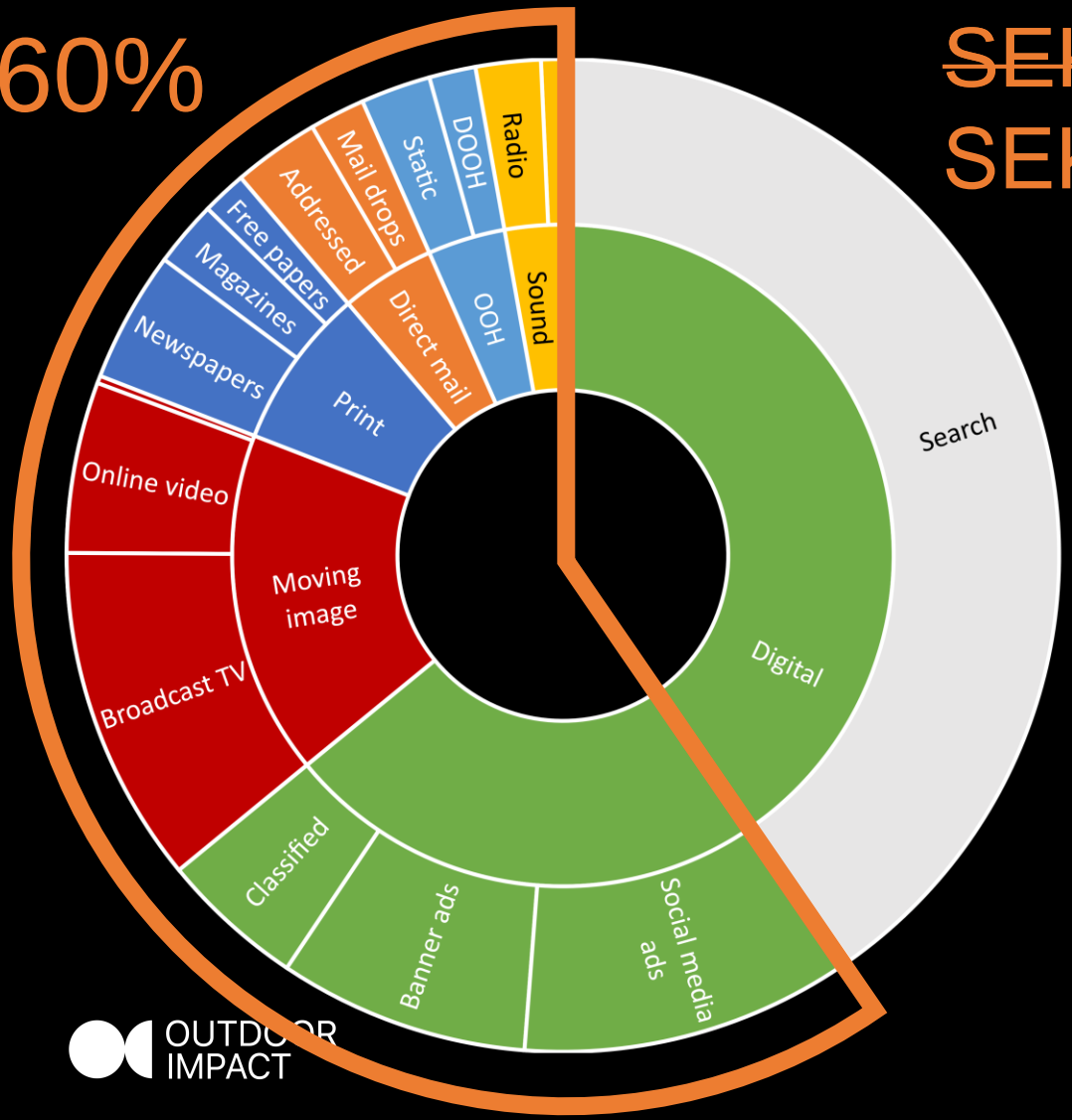
# THE SCOPE

60%




~~SEK 49 500 m (€ 4 300)~~

SEK 29 600 m (€ 2 600)

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# CMM PRINCIPLES

1. ALL MEDIA, NOT JUST DIGITAL
2. KEY DEFINITIONS: DEVICES VS PEOPLE

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”REACH IS PEOPLE”
CROSS MEDIA MEASUREMENT DEFINITION

”REACH IS PEOPLE”
”NOT ALL REACH IS EQUAL”
KAREN NELSON-FIELD
OUTDOOR IMPACT
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# CROSS MEDIA MEASUREMENT DEFINITIONS

| | | | | | | |
|---|---|---|---|---|---|---|
| PEOPLE | CONTACTS | EXPOSURES | REACH | CONTACT FREQUENCY | OTS | CPT |
| DEVICES MEDIA | IMPRESSIONS | VIEWS | UNIQUE USERS | IMPRESSION FREQUENCY | VIEWABILITY | CPM |

**PEOPLE CONTACTS IS NOT THE SAME AS DEVICE IMPRESSIONS**

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# CMM PRINCIPLES

1. ALL MEDIA, NOT JUST DIGITAL
2. KEYDEFINITIONS: DEVICES VS PEOPLE
3. THE ADVERTISING VALUE CHAIN – ACROSS THE MEDIA UNIVERSES

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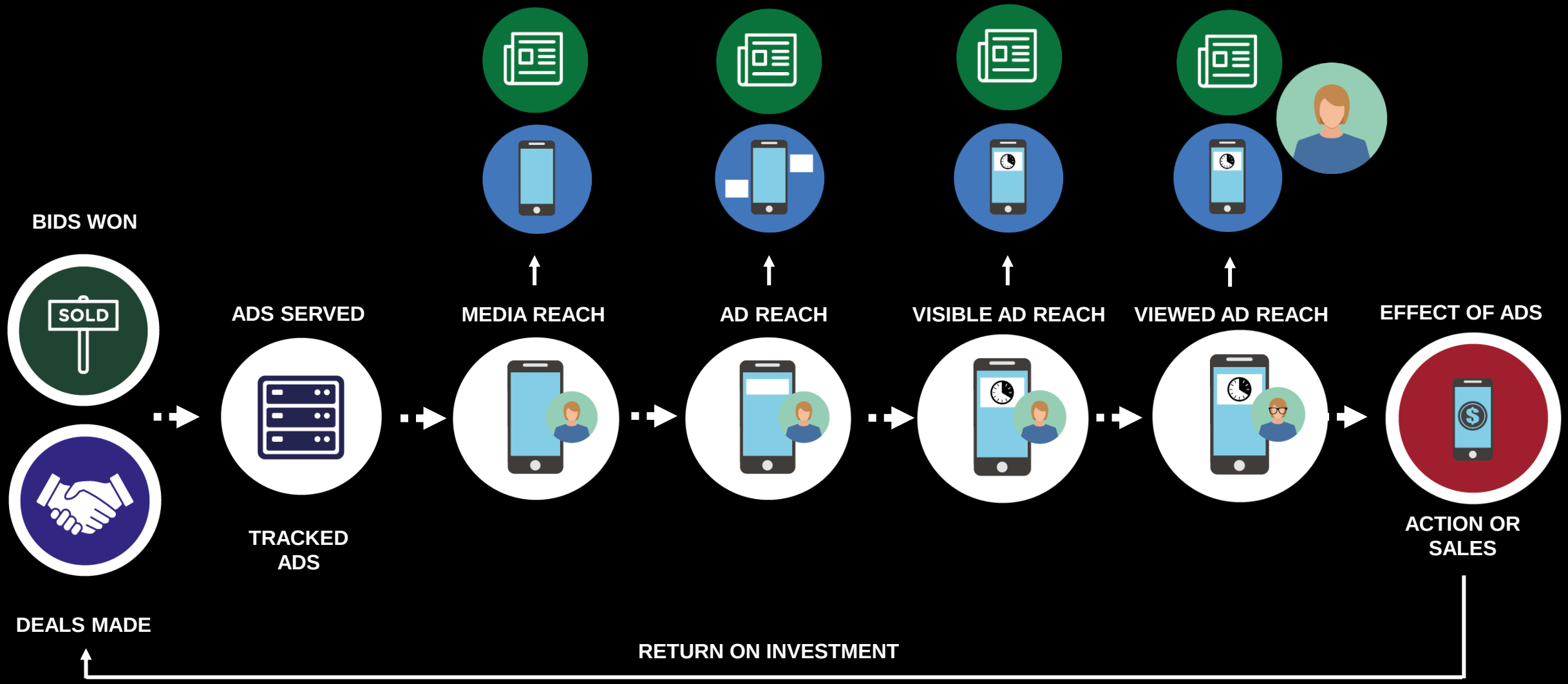
# THE MEDIA & AD VALUE CHAIN

## AD DELIVERY IS MEASURED IN DIFFERENT PLACES IN THE VALUE CHAIN



# WHAT DO WE CURRENTLY PAY FOR?

## ADS CAN BE MEASURED FROM SERVED TO OPPORTUNITY TO SEE

BIDS WON

NO CONTACTS
CPM €

SERVED IMPRESSIONS

CONTACTS
CPM €

DELIVERED IMPRESSIONS

CONTACTS
CPM €

VIEWABLE IMPRESSIONS

CONTACTS
CPM €

PEOPLE REACHED

PEOPLE CONTACTS
CPT €

VIEWED ADS

ATTENTION UNITS
AU €

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# CMM PRINCIPLES

1. ALL MEDIA, NOT JUST DIGITAL
2. KEY DEFINITIONS: DEVICES VS PEOPLE
3. THE ADVERTISING VALUE CHAIN – ACROSS THE MEDIA UNIVERSES
4. WHAT DATA – AND AT WHAT STAGE?

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# REACH MEASUREMENT IN THE ADVERTISING VALUE CHAIN

## PLANNING OF MEDIA AND AD REACH

**Media and ad reach measurements shows how many people are using the media / exposed to ad**

Green

### 3rd PARTY VERIFIED | AUDITED

Reach is reported and verified by a 3rd party industry body.

Yellow

### 3rd PARTY SUPPLIED

Reach is reported by the media but is validated by a 3rd. party accredited standard.

Red

### SELF REPORTED DATA

Reach is self-reported by the media.

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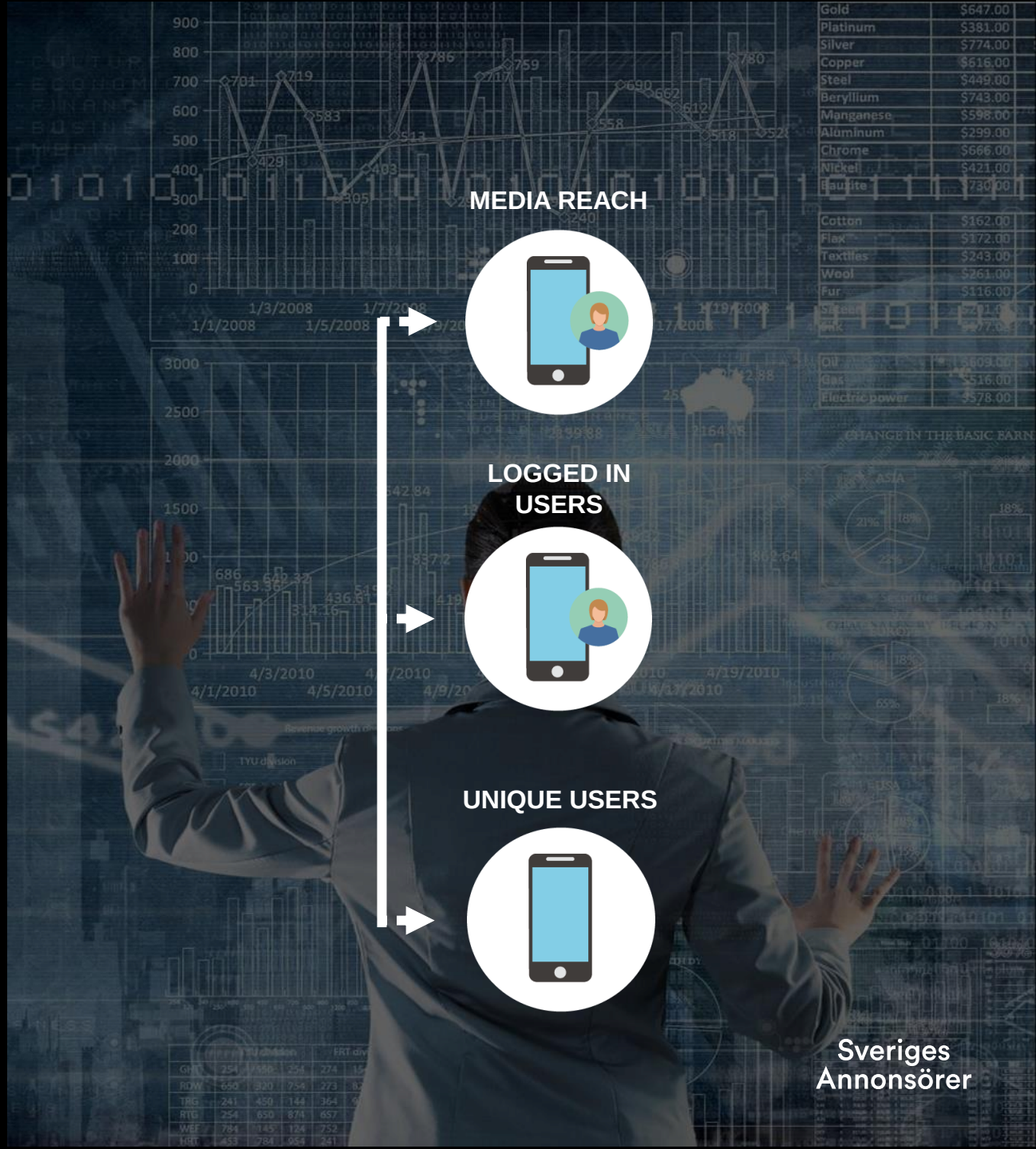
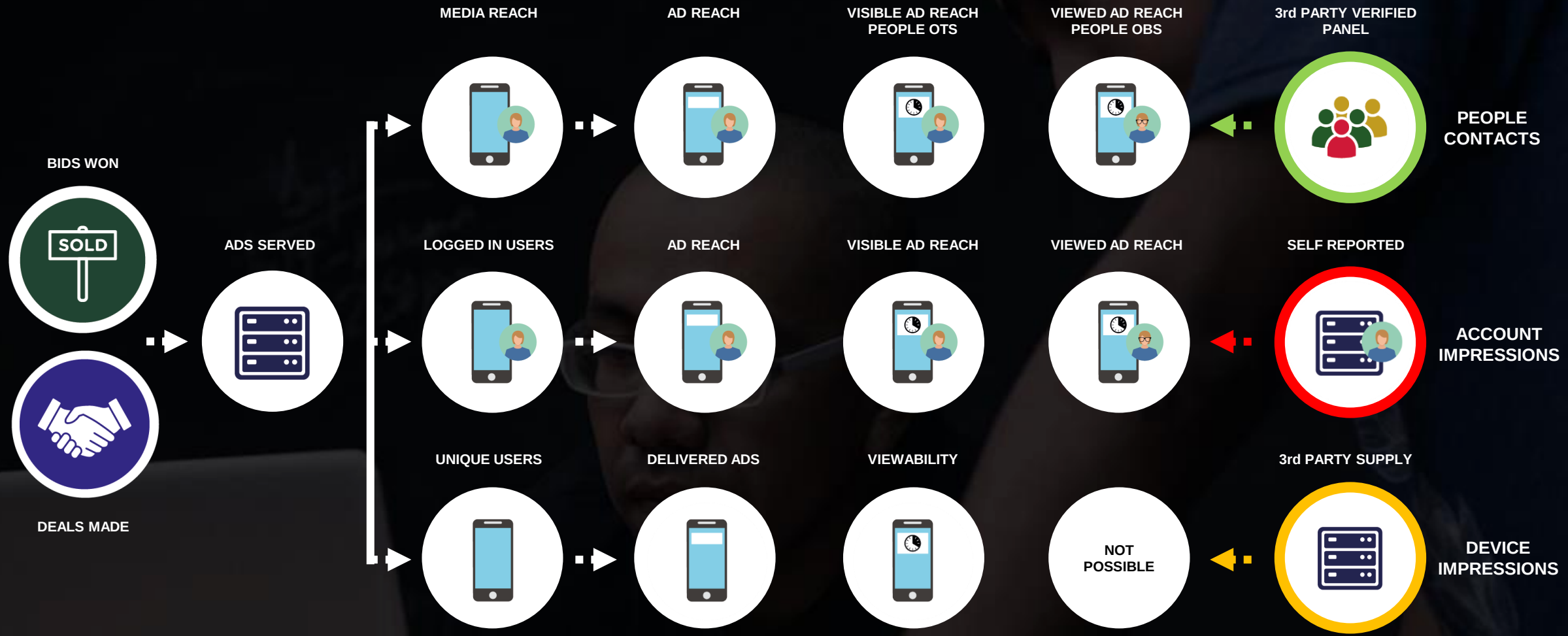


# THE ADVERTISING VALUE CHAIN

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# OUTDOOR

ALL TYPES OF OUTDOOR ADVERTISMENTS

3RD PARTY VERIFIED | AUDITED

3RD PARTY SUPPLIER

SELF REPORTED DATA

BIDS WON

DEALS MADE

ADS SERVED

MEDIA REACH

OI | ORVESTO

AD REACH

OUTDOOR IMPACT

VISIBLE AD REACH

OUTDOOR IMPACT

VIEWED AD REACH

OUTDOOR IMPACT

OUTDOOR IMPACT

ORVESTO

CIRCULATION

OUTDDOR IMPACT

DELIVERED ADS

OI | RM

VISIBILITY

OI | RM

OUTDOOR

RM

# Thank you!
# Dzięki!

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