



The Marketer's Omni-Media Measurement Challenge

CIMM

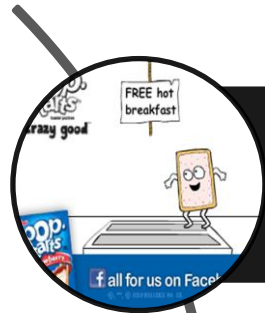
Aaron Feters



"It was the best of times, it was the worst of times. It was the age of wisdom, it was the age of foolishness.

Charles Dickens, *A Tale of Two Cities*

Our Effectiveness Framework



RIGHT CONTENT QUALITY

KPIs

- Branded Awareness
- Persuasion



REACHING THE RIGHT AUDIENCE

- Unique Reach/Frequency
- Targeting Index
- Viewability



HAVING THE RIGHT IMPACT

- Effectiveness/ROI
- GSV/\$ Spent
- Equity

It has been a time of *Challenges*

Complexity

What are the Standards

Do we have Confidence

Where is "True North"

It is now a time of *Excitement*

Dramatic Progress
due to:

Technology

Data

Collaboration

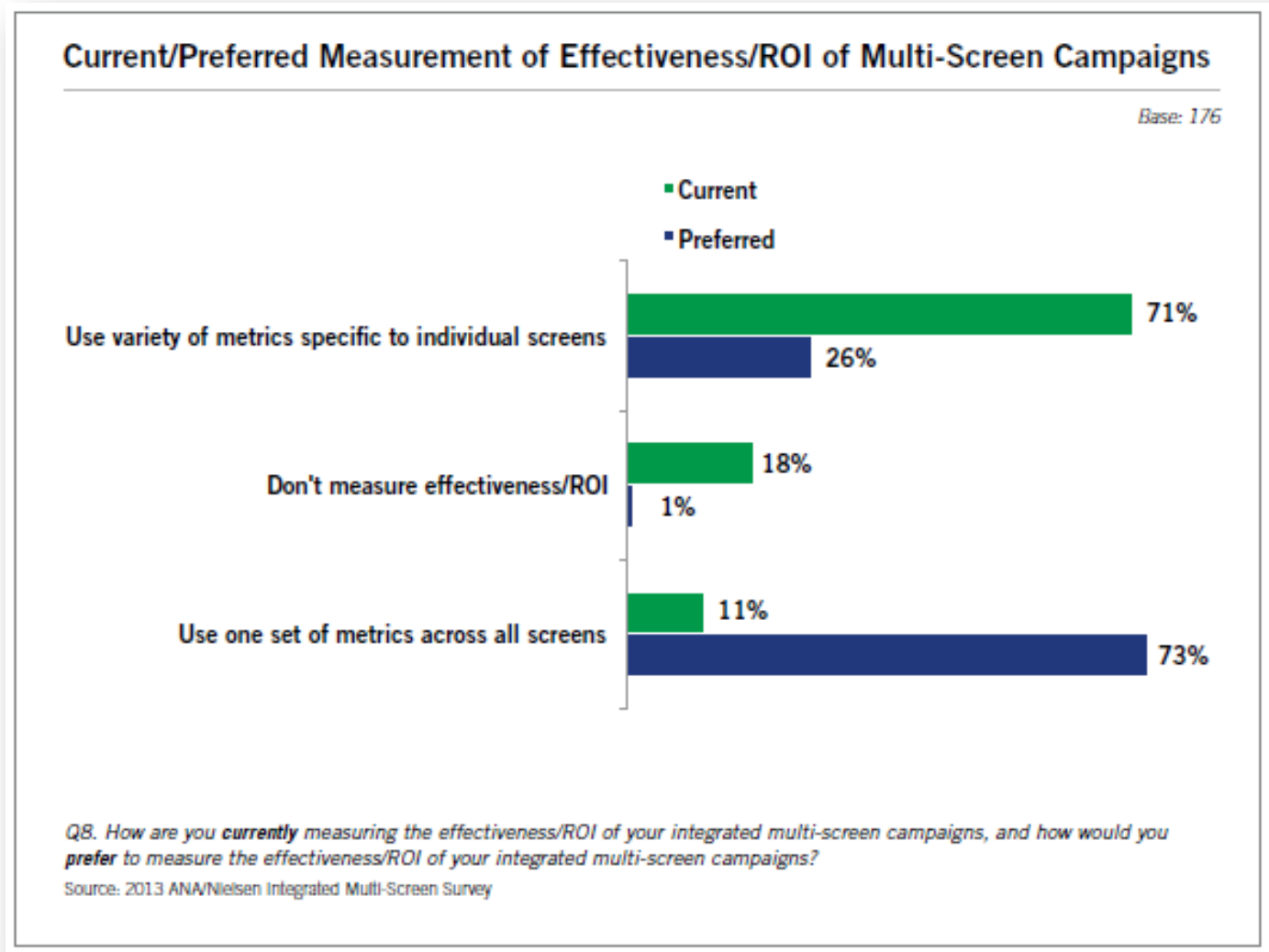
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The Current Challenge

Marketers Want Simplicity



Per 2013 ANA/Nielsen Optimizing Integrated Multi-Screen Campaigns



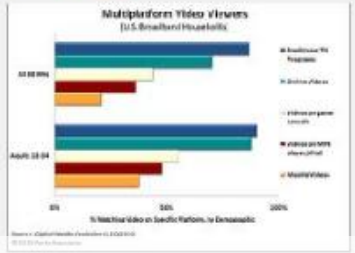
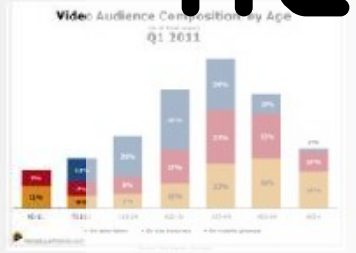
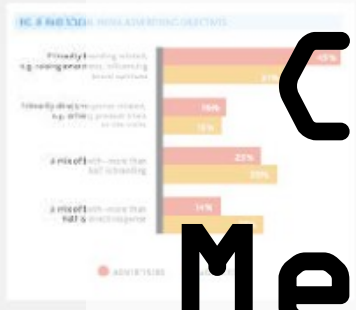


Table with multiple columns and rows of data, likely a spreadsheet or data table.



ARBITRON logo and a photograph of a gorilla holding a smartphone.

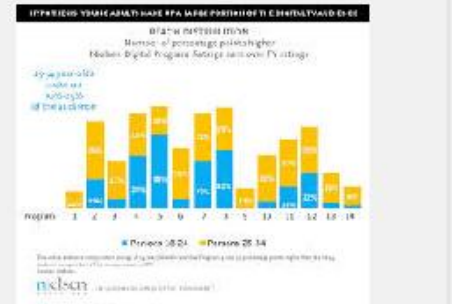
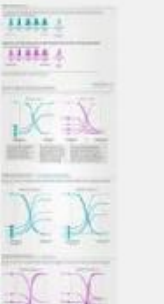
ARBITRON logo and a photograph of a woman's face.



vision | Ecosystem of mixed, multi-channel data. A diagram showing interconnected data sources and a small chart.

Create a New Data Collection form with fields for name, description, and other details.

Audiences Not Platforms. Be part of the future. A promotional graphic with a blue background and white text.



ARE WE WATCHING LESS TV NOW THAT WE HAVE MORE SCREENS? A blue banner with white text and a small bar chart.

ARE WE WATCHING LESS TV NOW THAT WE HAVE MORE SCREENS? A blue banner with white text and a small bar chart.



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The Current State

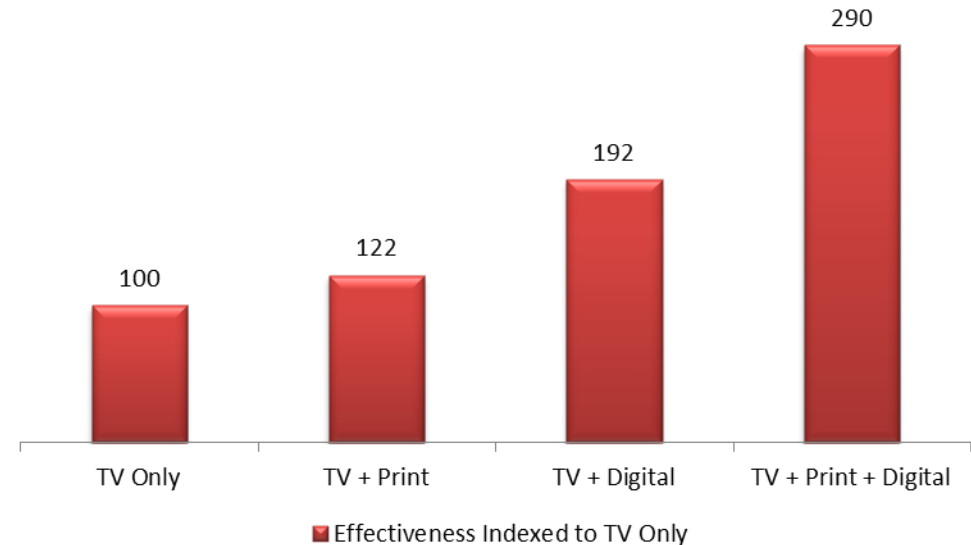
Cross Platform Value is Indisputable



Market Mix Analysis

Modeled Sales Effectiveness results of campaigns which utilized TV only vs those utilizing cross-platform touchpoints

TV Effectiveness Alone and Within Cross Platform



Enabling Data Driven Marketing



The most effective marketers of the future will utilize decision making capability which optimizes in real time:



WHO to communicate with

(finding our media target based on interpretation of: cookie data, set top box data, mobile phone #, email, etc)



WHERE to best reach the consumer

(as all touchpoints become addressable, determining the right one based on their point in the P2P or frequency of exposure to messaging)



VS



WHAT to tell the consumer
(is it a 'desire' message or a 'decide' message; which piece of content is right for this consumer; what is their brand propensity, etc.)



WHEN to talk to them

(based on how frequently I want them to hear from me, and sequencing of touchpoints)

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The Call to Action



SCREEN TIME



Can We Achieve:



Measures as simple as “Screentime”?

**Confident Planning and Measurement of
True Unique Reach and *True Frequency*?**

**Enablement of true Data Driven
Marketing?**

We Will Achieve:

Kellogg's[®]

The Age of Wisdom