4o Digital Session ΣΔΕ

"Transparency & Effectiveness – The new rules"

Introduction to Digital Audience Measurement

Transparency & Effectiveness – The new rules

Digital Audience Measurement: why do we need it?

✓ **Digital promise: the most measurable channel (?)**

"Everything is measured" the selling line of internet since the early days

✓ **But what is being measured?**

- Impressions
- Unique "users"
- Clicks

✓ **Comparability with traditional media metrics?**

- Reach & frequency?
- Target audience?

Need to move from browsers to people

Types of measurement

1. **Classification based on where the data come from:**

   - Server data/ log files/ analytics data

   - People based metrics

2. **Based on what we want to measure**

   - Exposure

   - Effectiveness

Measuring Exposure

✓**Environment**

Need for robust solutions that will compare properties with the same methodology and metrics, vital for planning

✓**Campaign**
- With the evolution of digital consumption behaviors, the audience of a campaign is less tied to one channel, creating the need to measure R&F metrics and audience profile based on campaign exposure
- Tools needed for on the fly campaign adjustment, improving efficiency and for post-assessment

What do Advertisers need

✓ "Impressions" in general and "unique {users}" are not enough

- Browsers or People?
- The RIGHT People
- On which device?
- Across channels

✓ In the near future
- Across traditional & digital media