Integrating Multiple Approaches in Research Projects
EngagementIndex™

How to measure TV show & ad commitment

Leading French TV broadcaster with 28.6% national audience and a €3 billion annual turnover in 2017
EngagementIndex™ - Methodology

Measuring the correlation between TV show & add commitment for France TV

Passive Data Collection
Audio matching automatically detects when a TV program is being viewed

Declarative Data Collection
As soon as a TV program is detected, a questionnaire is sent through the respondent’s smartphone

TV Show Commitment Measurement
Commitment analysis for 40 different TV shows based on 5 different metrics

Ad Commitment Measurement
Correlation analysis between TV show & Ad commitment
### EngagementIndex™ - Example of reporting

Correlation between Entertaining TV show & ad commitment

<table>
<thead>
<tr>
<th>Ad perception</th>
<th>Commitment</th>
<th>Interest</th>
<th>Appreciation</th>
<th>Proportion of show watched</th>
<th>Pleasure</th>
<th>Attention</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Commitment</strong></td>
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<td>Interest</td>
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<td>Appreciation</td>
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<td>Proportion of show watched</td>
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<td>Pleasure</td>
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<td>Attention</td>
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</tbody>
</table>

**TV Show Perception**

- Strong Relation: \( \geq 120 \)
- Secondary Relation: \( 80 < 120 \)
- Weak Relation: \( < 80 \)

Index 100 based on correlation median
**EngagementIndex™ - Some Key Learnings**

Tv show & ad commitment are correlated

- Ranking of 40 TV shows in terms of engagement according to 5 criteria (Interest, appreciation, volatility, pleasure, attention)

- Relations between TV shows and ad performance varies according to the genre. News programs foster the highest TV show commitment rates; entertaining programs the lowest.

- Highest correlation is between “TV program appreciation” and “ad appreciation”; followed by “interest in the program” and “ad appreciation”
France TV
Paper Emotions

How to measure the impact of direct mailing in real life

French postal and banking group offering services to 1.6 million people daily for a €24 billion annual turnover in 2017
Paper Emotions - Methodology

How to measure the impact of direct mailing in real life

Real-life research:
Person opening, sorting and reading his/her mail at home

Automatic content recognition in real life environment through AI

Eye tracking measuring eyes movements

Eda sensor measuring emotional response

Measuring the impact of direct mailing and optimizing content
Paper Emotions - Example of rendering

Targeting: People’s reaction gets more emotional when the content targets their interests.

The person who just collected his/her mail is really into gardening.
Opening one’s mail is an emotional activity, people feel often curious when turning the key to their mailbox.

The emotion has to be created at first sight; unusual format, personalization, creating surprise and targeting are the most effective ways to do so.

People focus rather on short text than on images; simplicity makes the content more effective.

People look for free samples and discount vouchers; offering them increases commitment.

Involve people emotionally.
In-Store Experience
How to optimize the in-store experience of two different store patrons: Consumers and Trade

French decorative paint company selling products in over 50 countries for a €28 million annual turnover
In-store XP - Methodology

Understanding and improving the Consumer Journey

Passive on-site Data Collection
Store visitors’ movement tracked through sensors recording all types of smartphone signals (Retency technology)

Declarative on-site Data Collection
In-store qualitative interviews to get an extensive understanding of the in-store experience (in each of the different selling points areas)

Understanding and Improving the in-store experience
Adaptation of the selling points’ organization according to the needs of the different customers
In-store XP - Examples of Reporting

Example of heat map and tracking of store traffic
In-store Experience - Key Learnings

- Segmentation of customers according to socio-demographic attributes
- Identified distinct behavioral patterns (time of the stay, traffic flow, frequency of visits, etc.)
- Optimization of store’s merchandising elements (arrangement of posted signs, window display, design, etc.)
- Real-time data collection on Test & Learn protocols
What we learned from these case studies

1. We get better data when they are collected in real time and in the most natural setting possible. Technology is key to this.

2. Applying technology to automate data collection leaves more time for analysis and insight generation ...AND reduces respondent fatigue.

3. But automation does have its challenges: need to understand all the technical requirements in setting up a study.

4. But conventional (declarative) methods still needed to determine emotions/motives driving consumer behavior.