Impressions that Impact: Digital Journey by Real People

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Ad Spend is Shifting

Global Internet advertising and Television advertising revenue (US$bn), 2011-2020

Source: Global entertainment and media outlook 2016-2020, PwC, Ovum

2016: The Year Digital Advertising Spend Surpassed that of TV
The Shift Necessitates Change

Digital’s increase in share means the old metrics don’t apply

Majority of digital ad spend is “useless” : it’s off-screen or does not render or has been served to the wrong audience

54% of All Digital Advertising ISN’T SEEN
To Determine Ad Exposure Based on Recall is Inherently Inaccurate

So, are Survey Metrics really Accurate? Actionable?

54% of ads are not viewable

Advertisers serve impressions and have no idea if the ad was viewable – it is estimated 54% of ads served are not viewable

47% of the time ads fail

Advertisers try their best to reach the intended target, however in the UK it’s estimated they fail to do so 47% of the time

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Partnership for Unparalleled Data
A unique **tag** is placed on your ad

Your **app** or **browser based** ad is served through the ad network

Ad views are matched to our **panelists**

Panelists are surveyed for ad optimization
Digital Advertising Spend $194bn

In-View $89bn

Where did the $105bn go?
Dashboard – Metrics for the Entire Campaign
The Target Audience

- 52% Doesn’t Reach the Audience
- $94bn

Are the Right Individuals Seeing the Ads?

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Dashboard – Proprietary Demographics
Media Measurement Landscape

- High Context for Placement
- Low Context for Placement
- Rich Data On Individuals
- No Data On Individuals

- Viewability
  - Measuring Exposure
  - Viewability + Audience
  - SSI: Viewability + Fraud Detection + Custom Surveys

- Exposure + Audience

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Survey the Audience – More Pronounced Results

#1: Impact on brand perceptions

#2: Awareness of brand or product

#3: Creative, messaging recall
Survey the Audience – Smarter Sample Selection

Sample test (exposed) and control (not exposed) groups to support comparison

Control group is identified just as accurately as the test group

Model control group after characteristics of test group
Understand how number of exposures, time-in-view, and different ad formats impact metrics

Append complete impression history to your dataset

Understand how number of exposures, time-in-view, and different ad formats impact metrics
Connected Globally

Reaching Millions of Real People Globally
SSI’s Digital Ad Measurement Solution

ACTIVE

PASSIVE

CROSS-DEVICE

GLOBAL

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Thank You!

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