

# Not all Reach is Equal

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An Investigation into Cross Platform Advertising Effectiveness



# The Benchmark Series

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*The Benchmark Series seeks to challenge common assertions around what works and doesn't work in media.*

Enlisting Prof Karen Nelson-Field from The University of Adelaide, *Benchmark* is an on-going, independent, in-home study into how Australians really engage with advertising across different platforms and devices

# Benchmark History

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In Sep 2017, Tranche 1 of *Benchmark* identified how the various attributes of video advertising deliver growth for advertisers, highlighting the importance of Visibility and Attention.

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Subsequent *Benchmark* reports followed on The Role of Emotion (Dec '17), The Effectiveness of Video Advertising on Mobile (Feb '18) and An Investigation into Brand Memory Decay (Aug '18).

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This 5th instalment investigates cross-platform effects to assist advertisers who wish to extend the reach of TV into online video.

# The Benchmark Tech

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Data was derived from bespoke A.I, machine learning tech and eye-tracking software from

**...5,000  
Australians,**

**...60,000  
advertisements,**

**...under natural in-home viewing  
conditions,**

# Benchmark Metrics

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Respondents were exposed to an online shopping process after their natural viewing sessions ... online shopping provided 60,000 different brands - including the ones they were exposed to during the study ...discrete choice modelling is academically validated as the most realistic way to reveal consumers' actual choice of brand as opposed to mere intention to buy.





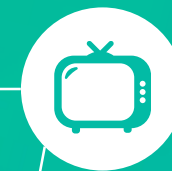
# Collection Process

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**Download App**  
Collects facial footage  
and viewing metrics.

Intercepts natural ad load.  
Tracks test ad viewability  
metrics.



**View  
Programming**

Viewing occurs in a  
natural environment.



**Go to Virtual Store.**

Sales uplift (STAS) used as  
an anchor to attention.



**Data Pushed  
to Analytics Framework**

Second by second attention and  
viewability metrics at view level

# KEY FINDINGS; Tranche 1

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1

VISIBILITY is king.  
Reaching more people  
with lower visibility is a  
false economy.

2

TV gets the greatest  
ATTENTION and  
therefore more sales.

3

TV supports 100% PIXELS, 100%  
COVERAGE, 100% of the time.

4

There is performance upside beyond  
the current MRC standard. Anything  
<100% pixels diminishes return.

5




Small screens deliver more sales  
for all platforms, INCLUDING TV.

6

TV reigns supreme on AD VISIBILITY  
and outperforms online platforms  
on sales impact, on ANY device.

# Across media platforms, TV commands more attention

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TELEVISION	58	-	63
FACEBOOK	-	20	54
YOUTUBE	-	45	44




People definitely pay more attention to mobile, but this benefits all platforms, TV on TV is stronger than Social Video's best device.






# Across media platforms, TV commercial airtime uses 100% of the available screen

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<b>TELEVISION</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>FACEBOOK</b>	<b>-</b>	<b>10%</b>	<b>27%</b>
<b>YOUTUBE</b>	<b>-</b>	<b>30%</b>	<b>32%</b>




# Across media platforms, TV commercial airtime is fully rendered and 100% viewable

			
TELEVISION	100%	100%	100%
FACEBOOK	-	51%	58%
YOUTUBE	-	66%	82%

Most online ads are not viewed in full horizontal screen view - this is important considering Attention drives Sales, and Attention is directly correlated to Coverage.

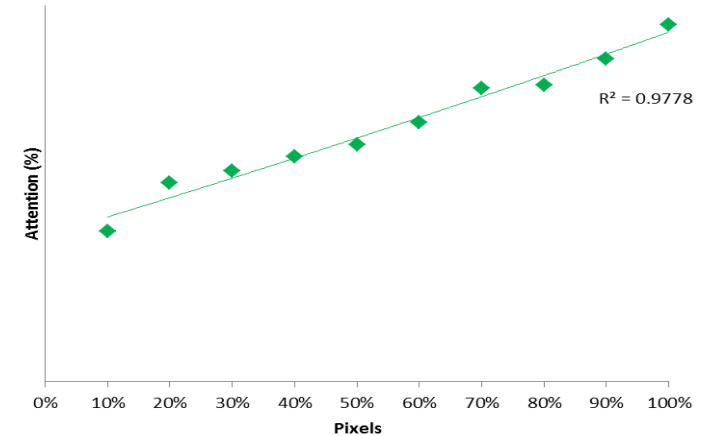
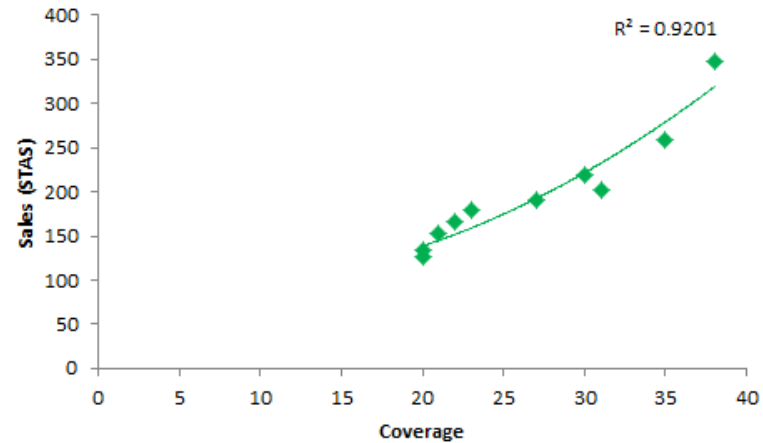
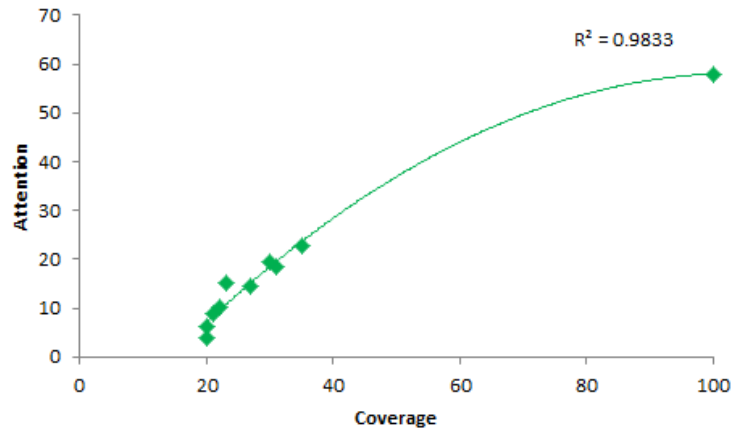
# Across media platforms, TV generates the greatest sales impact.



			
TELEVISION	144	153	161
FACEBOOK	-	118	121
YOUTUBE	-	116	137

Small screens deliver more sales for all platforms, INCLUDING TV. TV's lowest STAS device (TV on TV 144) still outperforms the best of online video (YT on mobile 137).

# WHY? Visibility (coverage and pixel rendering) correlates strongly with attention and sales impact.



Coverage & Sales, Coverage & Attention



**VISIBILITY IS KING**  
**FOR ATTENTION AND SALES IMPACT**  
**TV and BVOD** provide better visibility  
than any other platform

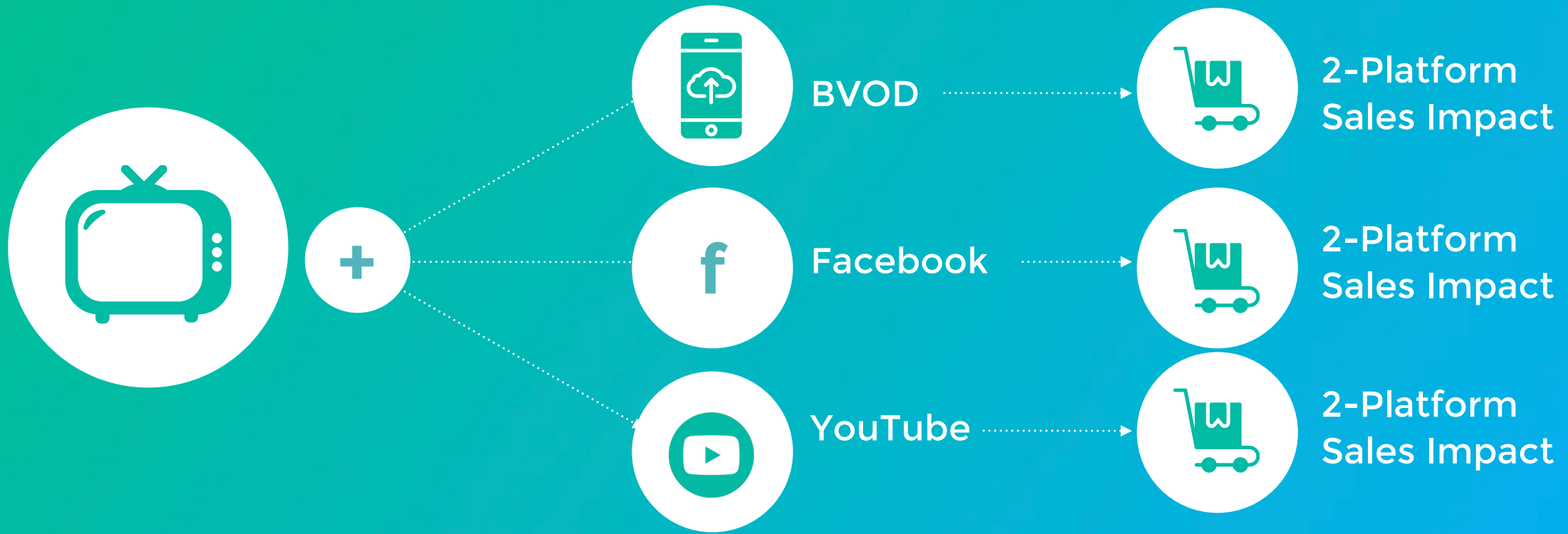
# What happens in a cross platform campaign

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Investigating attention and sales impact of repeated exposure across two platforms



# 100% natural viewing, this time with a second exposure on the same day.



# Cross platform effects accentuate the importance of visibility

FIRST VIEW	SECOND VIEW	MULTI-PLATFORM STAS	SALES IMPACT
	BVOD on mobile	172	-
	Facebook on mobile	135	TV + BVOD is 2X higher than TV + Facebook
	YouTube on mobile	130	TV + BVOD is 2.4X higher than TV + YouTube

A combination of TV + BVOD provides 100% visibility and highest combined sales impact

**Attention reinforced..**

**Coverage reinforced...**

**Sales Impact reinforced...**

Platform strengths are amplified  
in a cross platform campaign.

The second platform is generally not chosen based on effectiveness  
but rather is based purely on incremental reach.

**EVERY SINGLE reach point should be considered by its overall audience quality, its ability to be seen, its ability to deliver sales.**

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This is Why Not All Reach is Equal

